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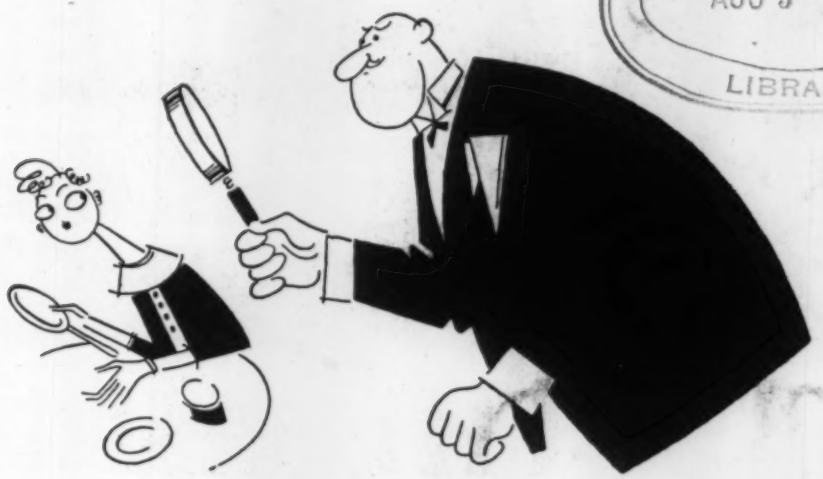


There's a Woman in the Case!

For weeks our Let's-See-What-They're-Buying Department has been studying women. *Professionally, of course.* It notes that women are peculiarly susceptible to WOR's 19-hour-a-day quota of high-fidelity sound and demonstrate this in a variety of ways. Recently 28,790 of them sat down and wrote letters to this station in response to nine brief announcements offering a free sample of water-softener. Another advertiser sent 13,442 women scurrying into the stores of dealers as the result of one announcement. A dramatic record: to be explained only by those unique services which WOR has to render. WOR offers the advertiser much more than the exposure of his product to an audience of superlative buying power. Advertising over WOR takes on the traits of WOR itself. From WOR's own vividness and timeliness, from WOR's own tone and flavor, advertising messages gain a new measure of responsiveness. More than one hundred and seventy 1936 WOR advertisers have a very clear idea of this very hard to describe advantage.

WOR

NBC THESAURUS

GOES HILLBILLY!

With "Home Folks Frolic" Program featuring Fields & Hall Mountaineers

• Folks!—meet the latest addition to the ever growing list of outstanding THESAURUS artists—Fields & Hall Mountaineers.

• This outstanding group of hillbilly artists, known to radio audiences all over the country for their work on network programs, is the first to appear in this new THESAURUS program series which will run fifteen minutes daily, six days a week. Other outstanding hillbilly artists and novelties will be added to the program from time to time.

• THESAURUS subscribers obtain this new feature *without extra cost.* We will be glad to send you complete details of THESAURUS on request.

For full information write

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK MERCHANDISE MART, CHICAGO

Supplement to

AUGUST 1, 1936 ISSUE

BROADCASTING

and

Broadcast Advertising

Vol. 11 No. 3 WASHINGTON, D. C., AUGUST 1, 1936 SUPPLEMENT

Warner Returning to ASCAP Fold

Formal Accord in a Few Days Expected, Ending All Suits and Giving Radio Full Catalog at No Added Cost

FIRST FORMAL steps toward the return of Warner Brothers to the American Society of Composers, Authors & Publishers were taken in the offices of E. C. Mills, general manager of ASCAP, during conferences held July 31 — conferences which will resume Monday, Aug. 3, with "good prospect" for an accord by the following day.

The preliminary discussions were guarded with careful secrecy, and no statement could be secured from the participants who included, in addition to Mr. Mills, the counsel for Warner Brothers, Joseph H. Hazen, and the late Nathan Burkan's successor as counsel for ASCAP, Charles Schwartz.

From thoroughly reliable sources, however, BROADCASTING learned the afternoon of July 31 [after this Aug. 1 issue had already come off the press, thus necessitating this insert] that an accord is near which will eliminate all demands of Warner Brothers for licenses to utilize its catalog and which will automatically lead to the withdrawal of all of Warner Brothers' great mass of infringement suits, totaling more than 200 cases in which nearly $4,000,000 in damages are sought from radio stations and networks.

It is planned that Warners' return to the ASCAP fold shall be retroactively dated as of July 1, 1936, thus making its official realliance with ASCAP effective exactly one-half year after it withdrew its catalog of approximately one-third of ASCAP-licensed music in order to get licenses of its own from radio.

Although no official list of Warner licensees has ever been divulged by that company, it is understood that approximately 180 stations have signed Warner contracts, over and above their ASCAP contracts, and under the Warner licenses are paying up to four times their highest hourly commercial rates for the right to perform Warner music.

The July 31 negotiations were marked by the absence of Herman Starr, Warner executive, who conducted the original negotiations with ASCAP leading to the Warner-ASCAP break and who later conducted the negotiations with NAB which led to the signing of its contracts by many stations. Mr. Starr, it was learned, has been withdrawn by the Warners from the copyright negotiations entirely and does not figure in the present deliberations in any way.

None of the Warner brothers was present at the July 31 conference, which was called, it is understood, at the behest of Warner in an effort to make peace with radio via the ASCAP route. The July 31 conference was very close to final agreement, but had to be deferred over the week-end to await the return of various parties needed for the final settlement, including one unnamed person scheduled to arrive in New York Aug. 3 on the *SS Normandie*. Gene Buck, ASCAP president, was not present, being away in San Francisco. It is expected the ASCAP board will meet Aug. 3 or 4 to ratify an agreement with Warner.

Warner, as had been previously indicated, will secure no concessions from ASCAP looking toward an increased "take" to it from the ASCAP copyright pool. Nor will ASCAP's income from radio be increased under its present licenses beyond the normal increases coming from the larger commercial business done by the stations. Warner withdrew from the ASCAP pool last Jan. 1 because it objected to its share of the ASCAP split and suggested that the networks as such shall be required to take out copyright licenses—a proposal which the networks countered by barring the use of all Warner music on their owned and managed stations as well as on the networks, with devastating effects upon the popularity of Warner songs and with no discernible ill effects to either network or station program popularity.

With the Warner musical supply back in ASCAP, stations now holding ASCAP licenses will have available the same supply of old and current songs and arrangements they had before Warners withdrew — and at no additional cost during the life of their present ASCAP contracts. Nearly all stations have ASCAP licenses, and practically all are dated to expire Dec. 31, 1940, having been signed as of last Dec. 31 for five-year renewals under ASCAP's arbitrary "sustaining fee" plus 5% of commercial revenues (except for a few special contracts such as the newspaper group and WCAU hold).

It was not indicated whether Warner would rebate to the stations it has licensed the royalties collected during the first six months of 1936, but it is possible that individual negotiations will secure such rebates direct from Warner. ASCAP, it is believed, will not consent to be party to any Warner rebate deals, and is inclined to treat Warner, as will the radio industry, just as if no schism had occurred. The Aug. 3 board meeting of ASCAP will probably decide whether Warner regains its old priority within the ASCAP organization.

The collapse of the Warner Brothers' own music pool-license scheme is due, it is said, to the relatively inconsequential revenues the big motion picture concern has been able to realize from those stations signing its proffered contracts; to the enormous expense of collecting, checking and suing; to the fear that many of its infringement suits might not hold up in court despite the $250 minimum damages in the antiquated copyright law levied even for innocent infringements; to the determination of many stations not holding Warner licenses to fight these suits, fortified by ASCAP's contractual obligation to insure substantially the same catalog of music they had as of Dec. 31, 1935, plus the implied obligation of ASCAP to join in defending these suits; and, more particularly, to the loss in prestige and box-office pull of Warner musical pictures due to their failure to secure "plugs" for their new songs over the networks and the non-licensed stations.

What the effect of the reintegration of ASCAP will have on the government's anti-trust suit against it, which still pends, it is too early even to conjecture. On the part of the broadcasting industry, the new situation somewhat clears the clouded atmosphere of the last six months created by the constant duress of Warner infringement suits—and, what is more important, it means a fuller catalog of music from a central source of supply *at no increased rates over existing ASCAP contracts.*

Whether the ASCAP-Warner agreement contemplates increased rates for ASCAP licenses after Dec. 31, 1940, is anyone's guess at this juncture. It is a reasonable guess that, whether Warner stipulated it or not, ASCAP will then or earlier attempt to get more revenues out of the broadcasting industry by one device or another. In the meantime, however, many things can happen — possibly some developments to the advantage of radio, depending upon the guidance and support acorded an organized industry. [For other advance details of the ASCAP-Warner potential accord, see Page 18 of this issue of BROADCASTING; also Page 60 of the July 15 BROADCASTING.]

XUM

Growing Pains

resulting from one year of aggressive management . . . and KLZ inaugurates a most important expansion in physical equipment!

● A FULL STRIDE in the affairs of KLZ which is now a matter of record*—a growth in listeners and audience response—and now as KLZ swings into its second step it firmly implants that step on a most important expansion of station facilities.

● ON AUGUST 1ST KLZ dedicates its new 5000-watt transmitter station with its 444-foot vertical radiator — the very last word in radio transmitter design and construction, and the first and only one of its kind in use in the country today.

● BY VIRTUE OF THIS modern equipment, higher daytime power (5000 watts) and KLZ's most favorable dial location (560 kilocycles), the station's reception is materially improved — the new equipment delivering a high fidelity performance far in excess of the rigid standards of the Federal Communications Commission.

● NOW, MORE THAN EVER, KLZ furnishes in the wealthiest section of the Rockies a radio service that is complete, productive and economical.

*THE TWELVE-MONTH RECORD. . . . Local program production expenditures up 382% . . . number full-time station employees up 116% . . . audience mail response (to station only) up 117% . . . local sales up (increase entirely programs) 31%.

KLZ

"The Pioneer Station of the West"

DENVER

Representatives E. KATZ *Special Agency*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

COLUMBIA BROADCASTING SYSTEM *ADMINISTRATIVE OFFICES:* 485 Madison Ave., N. Y. • Chicago, 4[illegible] Michigan

6 months report

The Columbia Broadcasting System carried a greater dollar-volume of advertising, in the first six months of 1936, than any network carried in any other six month period of radio history.

In this one sentence we sum up a "Six Month" report on our basic research, our facilities, our service and the CBS audience. Details on any one of these are available, to be sure, to help you with any specific problem of how and when and where you should use radio.

XUM

"But will that network cover, dearest?"

NO matter how good your network is, it may still lack certain coverage that you need.

In some markets, for example, you may need *two* stations, while in others you might be throwing your money away to use *any* station.

At your request we will gladly survey your *network coverage in relation to your sales opportunities* — check to see whether or not you're getting a *balanced coverage*, for your particular sales problems.

Maybe our work will result in getting a schedule for some of our stations. Maybe it will merely prove to you that we do our jobs with speed, thoroughness and sincerity of purpose. Either way, we'll count the time well spent. Give us a ring!

FREE & SLEININGER, INC.

Radio Station Representatives

JAMES L. FREE, *Pres.-Treas.* H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

WHO . . . (NBC) . . Des Moines	WAVE . (NBC) . . . Louisville	KSD . . (NBC) . . St. Louis
WGR-WKBW (CBS) . . . Buffalo	WTCN . . . Minneapolis-St. Paul	KFWB . . . . . Los Angeles
WHK . . . (CBS) . . Cleveland	KOIL . (NBC) . . . . Omaha	KOIN-KALE (CBS) . . . Portland
KMBC . . (CBS) . Kansas City		KOL . . (CBS) . . . Seattle

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 3 WASHINGTON, D. C., AUGUST 1, 1936 $3.00 A YEAR — 15c A COPY

Radio Bears Brunt of Political Campaigns

Major Parties Buy Network Time, Some Through Agencies; Spot Plans Pend; Avoiding Disruption of Schedules

WITH radio definitely scheduled to carry the brunt of the 1936 political campaign, the major parties were busy during the last fortnight perfecting their organizations, buying network time and laying plans for the most extensive commercial use of broadcasting stations and networks in the history of American radio.

While party leaders for policy reasons were disposed to scoff publicly at the idea that they will spend as much as $1,000,000 each for radio time, the pace already being set indicates that this figure, which compares with approximately $500,000 each spent by the Democratic and Republican national committees in the 1932 campaign, more than likely errs on the side of conservatism when national, state and local time-buying plans already under way are taken into consideration.

The radio campaign rivalry of the Democrats and Republicans, so far as paid time is concerned, actually dates from July 23 when the combined networks carried the Landon notification ceremonies from Topeka—the last "time-give-away" (except for the Knox notification on July 30) scheduled for politics. Thenceforth all political time went on a pay basis by mutual agreement, and with even the party leaders raising no objections. Stations generally, according to the reports reaching BROADCASTING, were going along with the networks in charging regular commercial rates for political time, being under the legal injunction only that they must provide equal opportunity to the rival candidates and their spokesmen to use their facilities.

There were a few exceptions to this rule, but very few, and even WGN, the *Chicago Tribune* station, which in previous campaigns would not sell time but donated it to the parties within certain program limits, has informed the party radio directors that its time will be sold at card rates this year, though only if paid for in advance and sponsored by the national committees of the major parties. In a few instances, largely to discourage the disruption of regular program schedules, stations have announced their intention of charging premium rates to the politicians just as newspapers charge higher rates for political advertising.

As the situation sized up Aug. 1:

PARTY RADIO CHIEFS

Mr. Dolph

Mr. Blackett

Party Radio Headquarters

DEMOCRATIC radio headquarters were established in Democratic National Committee offices on the fourth floor of the Biltmore Hotel, New York, with Bob Berger in charge, while William B. Dolph, Democratic director of radio, operated from Washington where he is manager of WOL. With Burke Boyce, formerly continuity editor of NBC and now working on the WPA Federal Radio Workshop Project, engaged to help in program building, and with Stanley High, former NBC talks director who joined the Democratic committee as a general utility man last winter, assisting in program plans, the Democratic radio organization was more or less complete. There may be a few staff additions but there are no plans to open Chicago or West Coast offices, which means that all time will be bought out of New York.

Republican radio headquarters were established last month at 80 Jackson Blvd., Chicago, with Hill Blackett, president of the Blackett-Sample-Hummert agency, as "public relations director" in charge of radio, billboards, magazines and other paid advertising media. In Chicago Mr. Blackett's aides are Tom Sabin, formerly an NBC salesman in Boston, who was Republican National Committee radio director until Mr. Blackett's appointment, and John W. Elwood, former NBC vice president. Sabin and Elwood were transferred from New York, where radio offices at 1 E. 57th St. have been closed down, while Ted Allen, another former NBC employe, was kept in New York as contact man there with offices in committee headquarters in the Liggett Bldg. at 41 E. 42d St. Mr. Allen will work with Joseph Martin, G.O.P. Eastern division campaign chief. Mr. Blackett also announced the appointment of Fred Kerman, of San Francisco, formerly publicity director of the Bank of America and later publicity chief of the Republican Western division, to work on his staff. More personnel is planned but organization was still under way as BROADCASTING went to press.

Both the American Liberty League, with headquarters in Washington, and the Union Party, with headquarters in Chicago, were contemplating radio time purchases but their plans are still nebulous. It was also anticipated that the Socialists and Communists would also ask for time clearances according to their ability to buy, but up to a late hour they had not asked or secured any definite commitments.

Agency Placements

EAGER to save the 15% commissions ordinarily going to agencies handling radio accounts, the Republicans broached the subject of commission rebates on direct placements to both NBC and CBS at an informal hotel meeting in New York in mid-July attended by Mr. Blackett; Lenox R. Lohr, NBC president; Edward Klauber, CBS executive vice president; Bruce Barton, chairman of Batten, Barton, Durstine & Osborn Inc., who is working with the Republican National Committee; William B. Benton, chairman of Benton & Bowles Inc.; Paul L. Cornell, president of Geyer-Cornell Inc.; Frederick C. Gamble, executive secretary of the AAAA, and others.

Despite the fact that the 15% rebates were given both parties by the networks in the 1932 campaign, the proposal was met with a flat rejection by the network executives, who insisted upon agency placements if commissions are to be paid, leaving only the alternative that the political accounts would be placed direct. It was intimated that the Republicans might seek to place their time through various agencies, or even through big industrial concerns that regularly sponsor programs on the radio, and secure from them a "kick-back" of the commissions, but this was regarded as rather unlikely.

The first regular radio account placed by the Republicans, William Hard's *Republican Reporter* broadcasts five days weekly on the NBC-Blue Network, was placed direct but Republican Chairman John D. M. Hamilton's half-hour talk over the Yankee Network July 17, ending his New England tour, was placed through Dowd & Ostreicher, Boston.

Agency Policy Undetermined

MR. BLACKETT'S office told the Chicago correspondent of BROADCASTING that agency policy had not yet been determined and it was made clear by Mr. Blackett himself in an official statement that Blackett-Sample-Hummert would in no wise participate in any political business.

On the Democratic side, most of the time thus far purchased has been placed through agencies, with U. S. Advertising Corp., William H. Rankin Co. and Metropolitan Advertising Co., all of New York, getting the business. The agencies have been informed by the networks that they must guarantee payments, but the Democratic radio division has declined either to give the agencies any guarantees or to put up any cash with them. Thus the general attitude of most agencies was to shy clear of political accounts in view of the risks involved, especially recalling that it took nearly four years for both the Republicans and the Democrats to clear up their radio debts carried over from the 1932 campaign.

Campaign Budgets

DEMOCRATIC radio headquarters, already committed to the purchase of around $70,000 worth of network time, not counting plans still in the formative stages for the use of transcriptions and local time for national speakers, estimated that its radio budget will run at least $750,000, and probably more. Republican headquarters declined to make any estimate, asserting it was impossible to calculate the division of appropriations as among

networks, transcriptions and local stations. Extensive "merchandising" tieins with Republican broadcasts, already started by Sabin and Elwood during the full year they have been working with the Republican National Committee in New York and Washington, are contemplated.

General Policies

FOR the most part both the Democrats and Republicans are buying open time on the networks and intend to do the same on the stations, taking regular series on 13 week contracts just as any other sponsor might. Their purpose is to avoid cluttering the air with politics on the theory that this arouses resentment among listeners which may react unfavorably to their candidates. Networks and stations, naturally, are hailing this attitude with delight and are inclined to attribute it to the fact that practical radio men are running the radio show for the big parties this year.

On the other hand, situations will arise where time clearances of programs already booked may be required for "single shot" political speeches and both parties expect to be forced to ask for them. However, they are going to avoid this so far as possible for this means they must pay for talent under contract for programs that have to be pushed aside. In this respect also, the political parties are being treated like any other commercial concern — and even President Roosevelt, as a candate for office as distinguished from his position as President, will not be any exception to this rule. Nor are the radio directors asking for any exceptions, recognizing among other factors that the recent conventions and notification speeches forced so much commercial time off the air that the NBC, CBS and Mutual networks stood a dead loss aggregating $400,000 on these "public service" broadcasts.

For NBC all political arrangements are being handled by Alfred H. Morton, manager of the program department, with Walter E. Myers of the sales department handling time sales. For CBS Lawrence W. Lowman, operations vice president, is handling policy while James McVicker of the sales department is handling time purchases. Fred Weber, Mutual general manager, is handling all MBS time clearances.

The policy of both Democratic and Republican National Committee radio divisions will also be to function entirely apart from the state committees, most of which will set up radio divisions of their own and buy regional network and local time as they see fit and under their own budgets. First Republican state committee to buy a schedule was New York's. Harold Lynn Nussbaum has been named radio director, and his office on Aug. 3 begins an eight-week sponsored series on a special state hookup of NBC comprising WEAF, WGY, WBEN, WSYR, and WHAM. Programs will feature state Republican notables in addresses to be heard Mondays, 10:30 - 10:45 p. m. (EDST) placed through Brooke, Smith & French Inc., New York.

It is expected that most of the state committee radio placements will be through agencies. The New York Republican State Committee is also headquartered in the Liggett Bldg., New York.

Democratic Time Placements

THE Democratic radio division bought its first time for Gov. McNutt of Indiana on 37 NBC-Red network stations the night of July 21 for a half-hour. The billing was $9,100 and the account was placed through Willian H. Rankin Co. The second Democratic time buy was also a one-time period for Senator O'Mahoney of Wyoming, speaking for a half-hour from San Francisco the night of July 23 over seven CBS-Don Lee stations plus KLZ, Denver, and KDYL, Salt Lake City. This billing ran $1,250 and also was placed through the Rankin agency.

For the most part the Democrats are concentrating on the industrial and farming areas and probably will continue to do so throughout the campaign, and when on July 28 they engaged a nation-wide network of 59 NBC-Red stations for the *Governor's Round Table* broadcast of one hour (billing $14,000) they omitted the South Central, Southeastern and Southwestern NBC supplements. The pickups were Gov. Brann of Maine from WCSH; Gov. Earle of Pennsylvania from KYW; Gov. Horner of Illinois from WMAQ; Gov. Martin of Oregon from KGW; Gov. Herring of Iowa from WHO and Gov. Cochran of Nebraska from WOW. In several cases the Democrats had to bear the reverse line charges.

On July 24 the Democratic radio division had Secretary of the Interior Ickes scheduled to speak for a half-hour over CBS but this period was suddenly cancelled, causing considerable inconvenience and some losses to stations which had cleared the time. Mr. Ickes is now scheduled for Aug. 3, 10:45-11 p. m. (EDST) over 37 CBS stations, the billing to be $5,708.

MBS Gets Dem's First

THE FIRST Democratic scheduled series went to Mutual Network, which secured a 13-week account that will run $36,000, starting Aug. 4, Tuesdays, 10:45-11 p. m. (EDST). Twenty-three stations will be embraced in this hookup, including the four basic MBS stations plus the Yankee Network; WCAE, Pittsburgh; WFIL, Philadelphia; WGR, Buffalo; WGAR, Cleveland; WOL, Washington (for pickups of the speakers); KSTP, St. Paul; WDAY, Fargo, and KFYR, Bismarck, together with several other stations yet to be lined up. U. S. Advertising Corp. is handling this account.

While other series are planned, the only other radio time bought by the Democrats up to the time BROADCASTING went to press was a Mutual hookup for Chairman James Farley's speech at Detroit, Aug. 19, 8:30-9 p. m. (EST). Keyed from CKLW, this broadcast will be carried by WOR, Newark; WGN, Chicago; WOL, Washington; WSAI, Cincinnati; WIRE, Indianapolis; WGR, Buffalo; WFIL, Philadelphia; WAAB, Boston; WGAR, Cleveland, and other stations on which time can be cleared. The budget for this program is $2,500, and it will be placed by Metropolitan Adv. Co.

Republican Time Placements

LIKE the Democrats, the Republicans are selecting their networks carefully with the object of preventing "waste circulation", presumably meaning the omission of hide-bound Democratic states in the South where they know they have small chance.

To date the national radio division has purchased one series, which started July 27 and which is being heard five nights weekly on split NBC-Blue networks. William Hard, the commentator, booked as the *Republican Reporter*, discusses national affairs Mondays through Fridays from 7:15-7:30 p. m. (EDST) over the following NBC-Blue hookup: WJZ, New York; WBZ, Boston; WBZA, Springfield; WFIL, Philadelphia; WBAL, Baltimore; WMAL, Washington; WHAM, Rochester; WSYR, Syracuse; KDKA, Pittsburgh; WEBR, Buffalo, and the Southeastern group. On Mondays, Thursdays and Fridays, 10:15-10:30 p. m. (EDST) Mr. Hard repeats his talks to WGAR, Cleveland; WXYZ, Detroit; WMAQ or WENR, Chicago; KWK, St. Louis; WMT, Cedar Rapids; KSO, Des Moines; KOIL, Omaha; WREN, Lawrence, Kan.; KLO, Ogden; KTAR, Phoenix, and the Group B supplements. The Wednesday spot is 9:45-10 p. m. (EDST), for this group.

Again on Mondays and Fridays, Mr. Hard repeats to the Northwest group, 10:15-10:30 p. m. (EDST) with the same Tuesday period to be added Aug. 4. KVOO, Tulsa, and WKY, Oklahoma City, get the Hard show only Mondays, Tuesdays and Fridays, 10:15-10:30 p. m. (EDST). Mr. Hard will speak from various cities during political observation tours, and his schedule is for 14 weeks up to Nov. 2, the eve of the election. Republican headquarters in a formal announcement stated that Mr. Hard "will make such use of the periods as he sees fit, without any instructions from Republican campaign managers" and that he is donating his own services free.

That the Republicans will book more regular periods on other net-

(*Continued on page 53*)

How the Political Cartoonists Size Up the Radio Campaign

Brooklyn Citizen

Choice of Weapons

Nashville Tennessean

Champion Caster

Portland (Ore.) Journal

Cultivating Fireside Tone

Baltimore Sun

Four Long Months

Radio Is Movies' Best Friend--Aylesworth

Proposes Working Arrangement Between Two Industries To Promote Movies and Prepare for Television

FROM his vantage point as a sort of liaison between RCA and its subsidiary holdings in RKO and NBC, and from his great experience as NBC's first president, "Deac" Aylesworth knows whereof he speaks better than anyone else on the subject of radio-screen understanding. In this interview with James P. Cunningham, reprinted with permission from the 'Motion Picture Herald', he asserts that radio is RKO's "greatest exploitation asset" and he tells how moviedom generally can profit by using and cooperating with radio, particularly in view of television's inevitable coming.

A WORKING arrangement between radio and the motion picture to enhance the business of both is proposed by Merlin Hall Aylesworth. After studying both mediums for some four years in the dual capacity of executive of NBC and of Radio-Keith-Orpheum Corp., Mr. Aylesworth has concluded that radio is the motion picture's "best friend," and that the motion picture interests at once should recognize radio's potentialities for exploiting their films over the air to America's 125,000,000 inhabitants. That realization is dawning, he observed.

Mr. Aylesworth envisioned the following benefits for both industries by such an understanding:

"Radio would gain a more friendly entry to the motion picture's great source of talent and would gain the aid and advice of the motion picture's greater technical experience, which would be invaluable in rounding that corner to commercial television.

"The motion picture would be given a medium for publicizing its motion pictures far greater than any existing exploitation channel."

MR. AYLESWORTH

Mr. Aylesworth called on Will H. Hays and the Motion Picture Producers and Distributors of America, and on representatives of the organized exhibition industry, to sit in friendly round table discussion with the broadcasters to effect a tangible plan for bringing together America's two leading entertainment instruments.

Cooperation Urged

SERVING the RCA for 10 years as an executive and policy-moulder of NBC, and for four years, first as president and now as board chairman, of Radio-Keith-Orpheum motion picture companies, in which RCA has an important interest, Mr. Aylesworth has been preaching all the while the advisability of a communion of spirit of these arts. He declared frankly and with a vigor foreign to his usual placidness that he now was willing to stake his reputation on both the practicability and the advisability of creating a working arrangement between the two.

Mr. Aylesworth urged too, that the motion picture cooperate now with television broadcasters and experimenters, lending talent and technical resources, so that when commercial television arrives, the motion picture's relation to the new medium will enable it so to guide and shape television's policies and destinies that eventually television will work for the screen, and not in competition to it.

He fancied a great television art covering the whole country with trailers advertising forthcoming motion pictures, if the motion picture has the "in."

"Television cannot be stopped," Mr. Aylesworth said, "no more than we can stop progress. The motion picture stands today in regard to television in much the same position as the ice manufacturers who fought automatic refrigeration and the railroads who opposed interstate bus invasion. Both would now be in enviable positions if they had had the foresight to aid and encourage and cooperate with the new developments in their fields.

"Television, however, is not for sale. The motion picture can neither buy television nor control it corporately. But they can cooperate."

"The radio today is definitely not competition to the motion picture," Mr. Aylesworth declared flatly, "but rather is helping to build box office grosses even now."

Radio's invasion of the Hollywood talent field is, in Mr. Aylesworth's opinion, a natural development.

Films, he charged, have taken radio's important talent, so radio has been forced to move to Hollywood to be adjacent to the supply. "That is why the National Broadcasting Company recently constructed the modern broadcasting building at Hollywood," said Mr. Aylesworth. "The motion picture because of this has a moral obligation to cooperate," he added. Then, too, advertising sponsors are insisting on picking up the great names of the screen for their commercial broadcasts, for the entertainment values which they offer.

For the most part, the appearance of film stars on the air aids their own personal merchandising possibilities, and almost always is a direct "plug" for the box office through the mention by those stars of their current screen appearances or forthcoming film work. Mr. Aylesworth conceded that a few of Hollywood's players are hurt by the air, in the cases of those who lack "personality."

"Hollywood's stars should remember that they must have 'personality' for radio work," he said, "and that radio cannot carry them unless they do." This has worried the Hollywood producers and on numerous occasions has caused the studios to effect general bans on broadcasting by their players.

However, the producers now are beginning to realize the importance of the radio connection and are about ready to admit that they cannot control the air appearances, it was pointed out. Aside from any values that the radio performances may have, for either star or for the box office, Mr. Aylesworth said that the stars themselves are eager for the new opportunity. "It appeals to their reputation, if not to their pocket books. They are jealous of each other's radio calls."

Boon to Studios

ONE important handicap blamed by Mr. Aylesworth on radio broadcasting by film celebrities is the amount of time taken from regular motion picture work by the preparations made by the stars for their radio appearances. He told of one of the biggest stars in Hollywood refusing to go near her studio for a week because she was rehearsing her part and writing the script for her radio debut.

"Radio today is paying film stars huge sums for their broadcasting

(*Continued on page 60*)

Mr. Aylesworth Says:

THE MOTION picture is grossly mistaken when it says that radio keeps people in their homes, thereby cutting off potential theater patronage. Except in the summertime, Saturday and Sunday evenings are still the best days for box office grosses. Yet there are more good radio programs broadcast on those evenings than any other night.

* * *

RADIO'S invasion of the Hollywood talent field is a natural development. Films have taken radio's important talent so radio has been forced to move to Hollywood to be adjacent to the supply. For the most part, the appearance of film stars on the air aids their own personal merchandising possibilities, and almost always is a direct "plug" for the box office.

* * *

RADIO can make people want to go to the motion pictures. Their relationship can work to such a point that "attend the movies twice a week" will be commonly broadcast in the manner of *Amos 'n' Andy's* "see your dentist twice a year" and "brush your teeth twice a day."

* * *

TELEVISION cannot be stopped, no more than we can stop progress. The motion picture stands today in regard to television in much the same position as the ice manufacturers who fought automatic refrigeration and the railroads who opposed interstate bus invasion. Both would now be in enviable positions if they had had the foresight to aid and encourage and cooperate with the new developments in their fields.

* * *

TELEVISION will never be a competitor to the regular screen. They will not televise feature pictures produced expressly for the purpose of a single television broadcast because of the enormous sums required for production. Imagine any advertiser spending $500,000 to broadcast a production of *Little Women!*

Brisk Autumn Promised in Disc Field

Transcription Firms Busy Cutting Large Number of Series, Paralleling Recent Gains in Network Business

WITH national transcription business for the first half of the year running well ahead of volume a year ago, signing of contracts for late summer and autumn placement is proceeding at a pace that points to a total well ahead of that in 1935.

Preliminary reports gathered by BROADCASTING from transcription producers and agencies show that consistent disc users are continuing with this form of rendition and that a number of new advertisers are turning to transcriptions.

Largest of all disc accounts, of course, is the 380-station WBS *Musical Moments* series of Chevrolet Motor Co., recently renewed until mid-October through Campbell-Ewald Co., Detroit. Second largest transcription user is Ford Motor Co., employing WBS transcriptions for dealer series covering some 150 stations. Ford is now planning another disc series and is negotiating with WBS and RCA-Victor for transcriptions. N. W. Ayer & Son Inc. and McCann-Erickson Inc., New York, place the Ford campaigns.

The usual late-summer rush of advertisers to book autumn network hours is more brisk than usual. (For list of network contracts see "Network Accounts" listing on page 54.)

Montgomery Ward Discs

MONTGOMERY WARD & Co., Chicago mail order house, has placed a series of quarter-hour WBS transcriptions on 14 stations West of the Mississippi, to be broadcast daily except Sunday. Ferry-Hanley Co., Kansas City, is agency. Stations are WJAG, WAAW, KWTO, KVOA, KMMJ, KMA, KFEQ, KFRO, KVOO, WKY, KFH, WIBW, KFBI, KGGF.

Kroger Grocery & Baking Co., Cincinnati, has renewed its WBS series on 10 Midwest stations on behalf of its dated coffee. Programs are twice weekly dramatic and the series is placed through Ralph H. Jones Co., Cincinnati.

Delaware & Lackawanna Coal Co., New York (Blue coal) is placing a transcription series to go on the air about Oct. 1 on a number of Eastern stations. Ruthrauff & Ryan Inc., New York, is the agency.

Jean V. Grombach Inc., New York, is recording quarter-hour discs titled *College Times* for Schwob Co., Columbus, Ga. (Schwobuilt clothes) to be placed on 26 Southern stations about Sept. 1. James A. Greene & Co., Atlanta, is agency.

Westinghouse Electric & Mfg. Co., Pittsburgh (radios) will place five-minute Grombach discs on about 50 stations during the autumn through local dealers. Account is handled direct.

Continental Oil Co., Denver, will resume its half-hour Grombach transcriptions on an unannounced list of stations, starting in September for 26 weeks. Tracy-Locke-Dawson Inc., New York, places the business. Grombach has other pressings on contract but is not divulging them at present.

Langlois & Wentworth Inc., New York, has a number of autumn accounts under contract with agencies but was not prepared to release information at this time.

Among fall prospects in the transcription field is Richfield Oil Co., New York, which is considering return of the *Jimmie Allen* transcriptions in the East. Last spring Richfield used 20 stations. Fletcher & Ellis Inc., New York, is agency.

Tidewater Oil Co., New York, recently added WGY, Schenectady, to its *Tydol Club of the Air* series. Lennen & Mitchell Inc., New York, has the account.

Wyeth Chemical Co., New York (Jad Salts) is contemplating spot campaigns and test programs but plans are indefinite except for network business. Blackett-Sample-Hummert Inc., New York, places the account.

Democratic and Republican campaign headquarters are working on plans for spot placements during the presidential race (see political story on page 7).

All of these accounts are placed out of New York. Activity in Chicago transcription offices is exceptional for midsummer. Columbia Phonograph Co. is producing a series of five weekly quarter-hour musical and dramatic programs for morning placement during summer and autumn by Indo-Vin Inc., Cincinnati (tonic) through Cramer-Krasselt Co., Milwaukee. Other current Columbia productions are for: Murine Co., Chicago (eye wash), daily announcements through Neisser-Meyerhoff Inc., Chicago; Maybelline Co., Chicago (eye beautifier), 26 quarter-hour programs using morning hours through Cramer-Krasselt Co., Milwaukee; Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Pepsin), 5 weekly quarter-hour discs through the summer, going on a nationwide basis in the autumn, with Cramer-Krasselt Co. as agency.

Standard Radio Inc., Chicago, is cutting one-minute announcements for Auto Club of Southern California, now placed on 17 stations but to be nationwide at a later date; announcements for Dodge Dealers placed on KSD, St. Louis; Chrysler Dealers, Chicago, hour variety program on WBBM, Chicago, which started July 22; quarter-hour *Sons of the Pioneers* discs placed on list of Texas stations by a steel sponsor.

The Chicago office of WBS has the following current accounts:

Procter & Gamble Co., five-weekly *Oxydol's Own Ma Perkins* (in addition to network series by same title) on about 50 stations through Blackett-Sample-Hummert Inc., Chicago.

Procter & Gamble Co., five-weekly drama for Dreft on 10 stations through Blackett-Sample-Hummert Inc.

Procter & Gamble Co., weekly evening musical quarter-hour for Drene on 18 stations through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Wilson & Co., five-minute dramas for Tender-Made hams on five stations three times a week.

Announcement campaigns cut in the Chicago WBS office include:

Orbit Gum Co., Chicago, station-break announcements 14 and 21 times weekly on 30 stations, through Sellers Service Inc. Chicago.

Armand Co., Des Moines (cosmetics), 6 weekly on about 8 stations through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Procter & Gamble Co., 14 weekly announcements for Drene on about 18 stations, through H. W. Kastor & Sons Adv. Co. Inc.

Varaday of Vienna Co., Chicago (cosmetics), three-minute announcements on about 8 stations, through Sellers Service Inc., Chicago.

Walker Remedy Co., Waterloo, Ia. (poultry remedy), seven weekly on one station through Weston-Barnett Inc., Waterloo.

White Rouge Sales Co., Chicago, 14 weekly on one station.

Zenith Radio Corp., Chicago, campaign to start in mid-August covering 40 to 60 stations, through H. W. Kastor & Sons Adv. Co.

West Coast Campaigns

IN SAN FRANCISCO, Beaumont & Hohman, agency for Pacific Greyhound Lines Inc. is planning an extensive autumn campaign using five-minute travel transcriptions on several western stations. The list has not yet been made up. It will supplement the disc series now on KMJ, Fresno, and live talent on KFRC and KGO, San Francisco.

Titan Productions Inc., San Francisco, is cutting 39 quarter-hour episodes of *Ace Williams* for for H. E. Long Co., Chicago bakery; transcribed announcements for Grove Laboratories Inc., St. Louis (proprietary) to be placed through Export Adv. Agency, Chicago. A number of special accounts are being cut by Titan.

Gerth-Knollin Adv. Agency, San Francisco has placed the *Mystery Chef* transcriptions for Southern Oregon Gas Corp., San Francisco, on KMED, Medford, and KRNR, Roseburg, Ore.

H. S. Bassford Co., San Francisco, distributing Kelvinator refrigerators in Northern California, on July 16 started a ten-week WBS series on KFRC, KYA, KJBS and KSFO, San Francisco, and KLX, Oakland, through M. E. Harlan Adv. Agency, San Francisco.

LEVER BROS., Cambridge, Mass. (Rinso) has signed four weekly quarter-hour periods, daytime, on 56 CBS stations. Time and starting date have not been determined.

Gain of More Than Two Million Dollars Shown by Major Networks for Half Year

AGGREGATE receipts of NBC, CBS and Mutual networks for the first six months of 1936 amounted to $28,157,046, an increase of $2,177,356 over the $25,979,690 registered for the first half of 1935.

Largest increase for the six months was registered by CBS, which advanced from $9,222,536 last year to $11,186,233 for the current half year. NBC-Red showed a gain from $9,933,049 to $10,282,722 for the period while NBC-Blue showed a loss, dropping from $6,177,721 last year to $5,793,733 in the first half of 1936. Mutual rose from $546,384 last year to $894,358 in 1936.

NBC-RED network rose to first place in billings for June with $1,505,520. CBS had $1,502,768 and NBC-Blue $840,323. It was the first time since September 1935 that NBC-Red billings were greater than CBS. A comparison of receipts with June 1935 finds the NBC-Red network down .2%; CBS up 40.9%, its highest percentage increase this year; NBC-Blue down 3.6%. In the percentage column CBS shows a steady progressive increase since the first of the year and despite the fact that the NBC-Red network topped the CBS monthly figure it showed a small loss, the first in over a year, as compared with June 1935.

Networks' Gross Monthly Time Sales

	1936	*% Gain Over 1935*	*1935*	*1934*	*1933*
			NBC-WEAF (Red)		
January	$1,755,394	1.5	$1,729,137	$1,309,662	$1,031,373
February	1,691,524	4.4	1,620,977	1,215,998	908,531
March	1,913,837	6.1	1,802,741	1,374,910	1,028,935
April	1,762,201	6.3	1,656,283	1,355,587	809,508
May	1,654,246	2.4	1,614,969	1,441,900	816,665
June	1,505,520	— .2	1,508,942	1,272,480	824,155
			CBS		
January	$1,901,023	7	$1,768,949	$1,405,948	$941,465
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102
April	1,951,397	20.8	1,615,389	1,371,601	775,487
May	1,749,517	35.9	1,287,455	1,255,887	624,256
June	1,502,768	40.9	1,066,729	925,939	553,056
			NBC-WJZ (Blue)		
January	$926,421	—15.3	$1,093,749	$988,503	$752,052
February	1,015,624	— 5.2	1,072,136	902,866	744,209
March	1,122,516	— 2.8	1,156,032	1,028,552	859,572
April	977,175	+.1	975,970	924,623	783,898
May	911,674	— 9.5	1,007,931	926,880	761,231
June	840,323	— 3.6	871,903	821,607	609,830
			MBS		
January	$166,266	155.6	$65,024	.....	.....
February	162,358	142.5	66,946	.....	.....
March	191,483	113.8	94,180	.....	.....
April	139,834	18.5	118,045	.....	.....
May	129,907	16.5	111,497	.....	.....
June	104,510	15.1	90,692	.....	.....

Whys - Hows of Reallocation Hearing

"Evolutionary Changes" to Follow the Oct. 5 Sessions; Clear Channel Cut and Super-Power Main Issues

THE MOST thorough analysis of technical broadcasting ever instituted is planned by the FCC Broadcast Division in connection with its reallocation studies, it was disclosed July 21 in the formal notice calling the informal hearings to begin Oct. 5 in Washington.

Every phase of station operation, from the engineering standpoint, is encompassed in the four-page hearing notice, and information is solicited from all those interested not only as to the results of operation under existing allocations, but also as to theories and ideas on future allocations. Following the hearings the Broadcast Division will decide whether a realignment of the broadcast spectrum is desirable.

The notice, prepared under the direction of T. A. M. Craven, FCC chief engineer, covers practically every view ever advanced by responsible groups on proposed changes in the broadcast structure as a means of improving service. Super-power, reduction of clear channels, horizontal increases in regional and local groups, changes in mileage separations between stations, quota regulations to govern assignments, synchronization, East-West Coast duplication of high-power stations, methods of ascertaining coverage and defining interference, and, in fact, every mooted question of technical operation is embraced.

General Principles

THE NOTICE makes clear that the Oct. 5 hearings, expected to last two weeks, will not be open to consideration of individual applications, assignments or requests for facilities. It sets out that the hearings are called "for the purpose of determining what principles should guide the Commission in matters relating to or affecting the allocation of frequencies and the prevention of interference in the band 550-1600 kc., and in particular what changes, if any, should be made in the Commission's existing regulations or in the standards heretofore applied by it and its Engineering Department, in order to give effect to those principles."

When it announced reallocation hearings July 2, the Broadcast Division had simultaneously postponed indefinitely the hearings it had scheduled on the ten applications of clear channel stations to use super-power of 500,000 watts. These hearings had been set for September. Presumably it is not the intention of the FCC to designate these hearings until it decides upon future policy on super-power, following the Oct. 5 general sessions. Super-power, and clear channel reduction are specifically set forth on the Oct. 5 hearing agenda.

Meanwhile, various groups of stations are making plans to present their views. The so-called clear channel group of a dozen stations, exclusive of network-owned and operated clear channel outlets, has been organized for more than a year in anticipation of a reallocation. It has gone on record in favor of a revision of existing regulations so that the present maximum power of 50,000 watts would be made the minimum power on clear channels, with no "lid" on top power.

To present their technical case at the hearings, the clear channel group has retained the consulting engineering firm of McNary & Chambers. Mr. Chambers, former chief engineer of WLW, Cincinnati, installed the 500,000 watt transmitter of that station two years ago and has pioneered in super-power.

In addition, the newly formed group of regional stations, which is expected to constitute, numerically, the largest entity to appear at the hearings, held a meeting in Chicago July 28, to complete organization plans. The most important matter confronting the regional group, which was organized in the rough during the NAB convention in Chicago last month, is that of impending reallocation changes. It is expected the group will hire an engineer and an attorney to present its views at the hearings.

The third large group—representing local stations — probably will appear before the FCC through National Independent Broadcasters, Inc., an organization created a year ago by some 100 local stations. It also probably will appear through counsel and an engineer.

That the FCC does not have in mind any "radical reallocation" but rather will pursue its established course of "evolutionary changes" following the hearings, was emphasized by Chief Engineer Craven in an interview with BROADCASTING. The FCC, he said, already has adopted the policy of proceeding in an "evolutionary way" and does not want to effect changes that would prove unduly costly or tend to disrupt the status quo. The whole plan in connection with the general hearings, he said, is one of cooperating with the industry by permitting it to advance its views before any changes are made.

At present the plan, after the hearings, is to draft regulations which will invoke any new standards thought desirable, and tend to bring the regulations in line with actual allocations and with projected changes. The existing regulations, for example, are not compatible with actual allocations, and would have to be revised in any event. The most glaring discrepancies are seen in the clear channel group, since under the 1928 allocations 40 such channels were set aside, whereas today there are actually only 29, by virtue of duplications on them under the guise of experimental grants and the like.

Any new regulations probably will be in the nature of reclassifications of stations in particular groups. Presumably only the channels will be enumerated. Stations desiring changes in assignments, or protesting the regulations as revised, will have opportunity to be heard. Thus, if the FCC should set up a new classification of high-power regionals and assignments on those channels should be available, applications then can be filed for them and taken under consideration in the usual way by the FCC. Under the rules, protests may be filed against changes in regulations, which automatically will throw them to hearing.

The FCC has wiped the slate clean for the hearings, and there are now no pending proposals for new allocations. The plan submitted last winter by Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, for a realignment of regional channels and a horizontal increase on certain of them, has been removed from consideration whereas previously it was simply being held in abeyance. There had been protests against it from certain stations and groups, particularly CBS.

Economic factors will be taken into account in any plan devised, it is strongly indicated. This alone, it is pointed out, tends to bear out the thought that there will be no upheaval, since that would entail tremendously expensive changes. For the first time, also, the FCC intends to take into account characteristics of broadcast receivers as they relate to allocations and mileage and frequency separation requirements in order to avoid interference.

FCC Explains Plans

TO ALLAY fears of any sweeping reallocation, the FCC on July 28 made public a formal statement responding to the "many inquiries" made concerning "the proper and ultimate consequences" of the hearing. It emphasized that the Commission has approved procedure on the basis of "evolution, experimentation and voluntary action" rather than any radical and enforced costly changes. FCC departments, it was added, will be directed to prepare modification of existing regulations covering broadcasting "in such a manner that they are sufficiently flexible to permit the adaptation for new technical developments and allocation principles which, upon proper showing at hearings, indicate that a needed improvement in service will result."

"As is well known in the industry," continued the statement, "the existing practical allocations depart somewhat from the empirical standards which became the basis of the regulations in 1928 and which have not been changed since that date. It is believed that at least one of the outcomes of the Oct. 5 hearing will be to modify the regulations so that they will conform to the actual practice of today.

"As is also well known to the industry, there are many proponents for high-power stations as well as many who oppose such increases in power. There are also many who desire horizontal power increases for regional stations, and there are certain uneconomic situations which exist such as those experienced by stations sharing time. In addition, the repeal of the Davis Amendment has removed certain limitations upon the engi-

(Continued on page 58)

New Transmitter House and Studios of WWJ

CELEBRATING its 16th birthday, WWJ, Detroit will formally open its new million dollar broadcasting plant Aug. 20. With this formal action, WWJ will put into operation the second unit of its new equipment. On April 16 it opened its new transmitting station at 8-Mile and Meyer Roads.

The transmitting station is equipped with Western Electric speech input equipment. The architect was Clarence E. Day. The Blaw-Knox vertical radiator is 400 feet high. In the new transmitting station is a Scripps Motor Generator, which, in the event electric power should fail, can generate enough power in 40 seconds to keep WWJ on the air without interruption. In the lobby of transmitter hall, behind glass, is WWJ's original transmitter, with which it started broadcasting Aug. 20, 1920.

The new studio building was designed by Albert Kahn, noted architect, and is most modernistic in style and balance. The lobby opens into an auditorium to seat better than 300 in theater chairs. It is equipped with complete sound and movie apparatus. The Aeolian Skinner organ is located in Studio B, on the second floor and can be played either from the auditorium or in Studio B.

Four large studios may be viewed from observation rooms similar to those at Radio City. The other small studios are to be used for dramatics, and, therefore, do not have observation rooms for the public. All studios are equipped with Chrysler airtempe refrigerating. The lighting was installed by the Major Equipment Co. of Chicago, and the decorations and furnishings were supervised by Mrs. W. J. Scripps.

Permanent Hookup Starts Operation In New York State

Six Stations Keyed From WINS With Two More to Be Added

Mr. Squire

STARTING with three commercial accounts and with sustainings fed steadily out of WINS, New York, the reorganized New York State Broadcasting System formally got under way July 27 as a permanent hookup of six stations under the direction of Burt Squire as general manager. Previously the New York network was known as Associated Broadcasters of New York and was a cooperative entity joined only occasionally for special sponsored programs.

The hookup comprises WINS, New York, of which Mr. Squire is manager; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. It is planned to add WESG, Elmira, and WNBF, Binghamton, as soon as lines are available. WABY on July 20 also joined the NBC-Blue network.

Sponsored Programs

ALREADY hooked into the special network of 51 stations carrying the Remington Rand *News Comes to Life* program Sundays, 6:30-7 p. m. (EST), the New York State Broadcasting System's first account was another Remington Rand show titled *Inquiring Microphone* and carried Tuesdays, 11:30-12 noon, which renewed as of July 21. Both Remington Rand accounts are placed through Lee-ford Advertising Agency, New York. The International Magazine Co. talent show, which immediately precedes *Inquiring Reporter* for a half hour, has expired but it is expected to renew shortly on behalf of Hearst's *Cosmopolitan, Pictorial Review, Good Housekeeping* and *Harper's Bazaar*.

The other account contracted for is the *Women's Homemaking Hour*, a participating program with Betty D. Supplee handling commercial sales and acting as commentator. It has been signed for five half-hours weekly, daily except Saturdays and Sundays, 10-10:30 a. m., and is placed through L. H. Hartmann & Co., New York.

The NYSBS first rate card has been issued to go into effect Aug. 1. It quotes rates of $905 per hour, $500 per half-hour, $344 per quarter-hour and $185 for five-minute periods between 6 p. m. and sign-off time for the six basic stations. Daytime rates, 7 a. m. to 6 p. m., are $623, $323, $218 and $116, respectively.

Various other sponsors are in prospect, it was learned, including extensive use of the network for political broadcasts, especially by the New York state committees of the major parties who will conduct intensive campaigns in that state until the November elections.

KHUB has been assigned to F. W. Atkinson for a new station at Watsonville, Cal., operating on 1310 kc. daytime with 250 watts.

NBC's Red and Blue

"THIS IS the Blue [or Red] Network of the National Broadcasting Co." may become the regular station break announcement by NBC over its respective chains. In line with its recently established policy of identifying the two networks separately with the objective of building up the latter, NBC has been experimenting with the separate station-break identification, instead of the customary NBC blanket credit. The announcements of the Red and the Blue are being made sporadically — probably as the forerunner of a uniform policy after additional stations are aligned for the Blue chain. About a month ago President Lenox R. Lohr notified all owned and operated stations to distinguish the two networks by the "Red" and "Blue" designations, rather than as the WEAF and WJZ networks.

Mutual Considering Midwest Additions

POSSIBILITY of aligning several Midwestern stations with Mutual Broadcasting System coincident with that network's expansion to nationwide proportions when it begins service to the Don Lee Network on the Pacific Coast next December, is seen by Fred Weber, Mutual general manager. While reluctant to discuss the status of negotiations with these stations, Mr. Weber asserted July 28 that conversations are going forward and arrangements may be completed within a fortnight.

Under present plans, Mutual will extend from Chicago to Los Angeles, via Denver, on Dec. 29, at which time the present Don Lee contract with CBS expires. Coincidently, KNX, Los Angeles, and KSFO, San Francisco, will become the CBS outlets, in lieu of KHJ, Los Angeles, and KFRC, San Francisco, the Don Lee stations. Two other Don Lee stations—KGB, San Diego and KDB, Santa Barbara—also will join Mutual.

Contractual arrangements have been made by Mutual with KFEL-KVOD, Denver, for Mutual service when the lines are put through to the Coast. The line haul from Chicago to the Coast, it is reported, involves an annual rental of approximately $200,000, to be absorbed by the stations en route. Conversations have been had by Mutual with stations in St. Louis, Des Moines, Omaha, Kansas City and Salt Lake City about its service, and in at least one or two cases it is confidently expected that program service will start when the network expands.

Under the FCC decision approving the KNX sale to CBS, the date for the transfer is set at Sept. 15. It is entirely possible that CBS may make arrangements with Don Lee to terminate the existing contract and switch to KNX and KSFO prior to the Dec. 29 contract expiration. In such event, Mutual's service to Don Lee probably would begin earlier. Owens Dresden, manager of KHJ, was in the East last month to discuss the switch with CBS and MBS.

Two Stations in Montana, KFBB and KGVO to Join CBS Network in August

THE LIST of stations affiliated with CBS—world's largest single network—will be increased to 105 on Aug. 9 when KFBB, Great Falls, Mont. and KGVO, Missoula, Mont. join that network. They are the first CBS outlets in Montana.

Under tentative plans, Senator Wheeler (D.-Mont.) will deliver an address from the Great Falls station on the occasion. There will be a dedicatory program from New York as well as originations at both of the new network stations. Harry C. Butcher, CBS Washington vice president, and Mrs. Butcher will be in the State at the time and presumably will participate in the dedicatory program.

KFBB, managed by Mrs. Jesse Jacobsen, has been completely modernized coincident with its network debut. It has been on the air since 1922 and operates with 1000 watts night and 25 day.

The Missoula station has been on the air since January, 1931, and is owned and managed by A. J. Mosby. The station operates with 1000 watts and two years ago moved into new studios and offices.

OWNERS OF WKY-KLZ ALSO ACQUIRE KVOR

PURCHASE of KVOR, Colorado Springs by the *Oklahoma City Oklahoman* interests, who operate WKY, Oklahoma City, and KLZ, Denver, was disclosed in an application filed July 16 with the FCC. The reported price was $80,000. Approval pends FCC action.

A new corporation called Out West Broadcasting Co. was set up as the purchaser, with E. K. Gaylord, Edgar T. Bell and H. M. Peck, all officials of the *Daily Oklahoman*, each holding 33% of the stock. The Rev. S. H. Patterson, operator of the station, purchased it about four years ago from the then owners of KLZ, who late last year sold KLZ to Mr. Gaylord and his associates for $200,000. It is also planned to affiliate the station with the *Colorado Springs Gazette & Telegraph*, which at one time was published by Mr. Gaylord and in which he still has an interest.

KMPC Option Exercised

KMPC, Los Angeles, will be purchased by George A. Richards and Leo J. Fitzpatrick, principal owners of WJR, Detroit, and WGAR, Cleveland, subject to FCC approval, at a cost of approximately $100,000, it was learned authoritatively July 27. The Richards-Fitzpatrick group, which has held an option on the station for nearly a year, exercised it July 20—when it was to expire. Plans in connection with the station have not been divulged. It operates on 710 kc., limited time with 500 watts, and will be purchased from the Pacific Southwest Discount Corp., auto loan agency. WOR, Newark, is the dominant station on the 710 kc. channel.

WFOR is the new call letter of the former WPFB, Hattiesburg, Miss., operated by Forrest Broadcasting Co. with 100 watts unlimited on 1370 kc.

Don Lee Is Sought By Transamerican

Clark Negotiates With Pacific Group; Expands Client List

ALREADY entrenched in the representation field as the first phase of its broad-gauged project of forming an all-purpose broadcasting sales and operations organization, Transamerican Broadcasting & Television Corp. has entered negotiations with the Don Lee Broadcasting System for national representation after that network joins Mutual Broadcasting System toward the end of the year.

John L. Clark, former WLW general manager and president of Transamerican, who returned to New York July 25 from conferences with Don Lee officials in Los Angeles, declared that negotiations were still in progress. Transamerican already has made arrangements to represent Mutual on certain accounts which had been handled by Mr. Clark while with WLW, including such clients as Procter & Gamble, Dodge Motor Car and Planter's Peanuts, it was learned, but will not represent it nationally.

Mr. Clark also discussed representation while in Los Angeles with KFBW, Warner Bros. station, and KMTR, both regional independents. Nothing definite, however, was arranged, but it is indicated that within a fortnight some definite decision will be made.

Future Activities

HAVING absorbed the Chicago representation firm of Reiter & Jaeger, Transamerican also represents WLW nationally, but not exclusively, while it is representing WHAM, Rochester, and WCAU, Philadelphia, in Chicago, having taken over these duties from Reiter & Jaeger. Virgil Reiter, a partner of this firm, has been transferred to New York for Transamerican, which has its offices in the French Bldg., while C. P. Jaeger is continuing in charge of the Chicago office.

Details were still lacking officially concerning future activities of Transamerican. It is still broadly hinted that it will enter the transcription field and may also acquire its own recording equipment. A transcription library service at this time, however, does not appear to be a part of the projected service. Mr. Clark has not yet divulged the identity of other principals in Transamerican, aside from himself and E. J. Rosenberg, its executive vice president, who left the general management of the Society of European Stage Authors & Composers to accept the post. Mr. Clark has stated that a number of station operators and others prominent in radio are identified with Transamerican, which he said had financial backing amounting to $2,000,000. Station management and operation originally was contemplated as one of the salient phases of proposed Transamerican operations.

AN INCREASE in rates amounting to about 40% was announced July 29 by WBNX, New York City, to become effective Sept. 1 coincident with the station's fourfold boost in power to 1,000 watts.

Jewelry On the Air--And Off the Trays

By DEVELLE THATCHER

Harris-Goar Boosts Jewelry Sales More Than a Third; Gets 6,000 Fan Letters Monthly for Prospect List

Radio Booster

MR. GOAR

IT WAS something of an experiment when J. E. Goar decided to try radio for Harris-Goar's jewelry store in Kansas City. Visual media weren't producing and something had to be done. It was! And if you're in Kansas City and want to see some action, just walk by Harris-Goar's store when the sidewalk program is on the air, and then have a chat with Mr. Goar. The daily broadcast is moving diamonds and silverware and optical service and the other things that jewelry stores sell. Mr. Goar goes in for extensive merchandising for the Harris-Goar store and here is the way he does it.

WHEN Harris-Goar Co. (retail jewelers) moved into its new quarters last year at 1011 Main Street, Kansas City, Mo., the management decided to modernize the merchandising setup as well as the new store. J. E. Goar, vice president and treasurer, who handles publicity for the firm, determined to try radio. Although sold to the hilt on newspaper advertising and being a constant user since the firm's inception in 1901, it was not pulling.

Every jewelry store was using sensational display ads, all had the best bargains and Mr. Goar realized it was time to launch a merchandising program that was novel, different, practicable and effective.

He consulted with the staff of WHB, which evolved a plan that seemed to hit the nail on the head. However, Mr. Goar decided to go on the air on a more or less tentative basis, to see whether or not the program would click.

Successful Test

ALTHOUGH started in June, 1935, after a test period of several weeks, the stunt has proved so profitable and effective that it has been a daily feature (except Sunday) ever since. Now over 75% of the firm's advertising appropriation goes to radio. Even on a non-commercial program, it is hard these days to get an appreciable amount of fan mail. But on the Harris-Goar *The Voice of Kansas City* program, over six thousand letters are received monthly. The names and addresses are placed on the company's permanent mailing list and the direct-mail broadsides that follow-up have been highly satisfactory.

The whole program takes place outside of the store just a few steps from the prominent thoroughfares of Tenth & Main streets. The crowds around the portable microphone have ample opportunity to look at both display windows and see the values exhibited.

A telephone line connects the studio to the store where an engineer sits at a control panel on the second floor. A stock model radio is hooked up inside of the store and placed near the doorway on the outside. This radio gives the commercial broadcast from the studio and is turned off or very low while the question and answer program is on the air. Thus the crowd hears the sidewalk program direct and the commercial continuity from the studio. The receiver also enables the sidewalk reporter, as the announcer is called, to tune in effectively without the use of expensive electric signals or special arrangements. A receiver is placed inside the store for the benefit of the crowd there.

The program is announced at the studio and continues from the sidewalk microphone. The radio reporter first reads the announcement regarding the winner of "yesterday's" prize, then the question selected, and those grouped around the "mike", answer. Five minutes of this and then a one-minute "commercial". Another five minutes of answering the question and another commercial. The program is concluded by announcing the name of the winner of the daily question, and reading of "tomorrow's" question.

There are three big incentives that make the program such a big success. (1) Convenient downtown location—easy access to microphone. (2) Daily prize given to the lucky one whose question is selected and a grand prize at the end of the week for best question of the week. (3) In addition to answering the question, the participants identify themselves and get a big kick out of knowing the folks at home are hearing their respective voices.

A printed slip passed out among the crowd giving the mimeographed "Question For Today" states that "The Federal Communications Commission prohibits point-to-point communication. Therefore Please Do Not Say Hello To Your Friends."

The daily prize is choice of six silver plated Roger's teaspoons, a dollar compact or a dollar pencil. The weekly grand prize for the best question is a diamond ring valued at $25.

Five questions from letters picked at random out of the files are: "Do you think it is fair to other merchants for a drug store to sell merchandise other than what should be in a drug store?" "Do you think that folks that have large lots of children should live out in the sticks to please neighbors?" "Should mothers smoke in the presence of their own children or the children's associates?" "What is your opinion of women smoking—does it detract from their feminine charm?" "What is the greatest thing in life?"

Women Interested

THE BULK of the crowd are women and it is well known that women do the greater part of the buying. In response to my question regarding the profit possibilities of the radio stunt, Mr. Goar stated: "Our out-of-town business, which must obviously be cash, has increased 10% and we have drawn new customers from a radius of 250 miles. Our business is easily at least $1,000 ahead in volume over a year ago at this time. Our jewelry business enjoys more than a 33 1/3% greater volume and other departments have secured as high as a 25% increase. Our Christmas program featuring a live Santa Claus increased our fan mail over 100% and completely sold out our toy department."

Like many jewelry stores, Harris-Goar has a well-advertised and profitable optical department and the optometrist in charge comes in for his share of the radio advertising. Broadcast advertising of types of merchandise is of course scheduled according to the season of the year and according to well known daily events. For instance, 20 fur coats were sold as the result of two broadcasts costing $16.

Dollar Day is tied up with the city-wide campaign, which generally happens once a month. Mr. Goar stated this promotional measure stepped up business on dollar items during the event as high as 50%. The optical department is featured after Sunday's hard day of reading the newspapers. Washing machines are featured on Mondays and Tuesdays after the wife is suffering from aches and pains as the result of doing her own distasteful washing. Saturday is pay day and that is a good day for jewelry.

Here is the copy contained in the form letter which follows up the letters sent in by interested listeners:

"Dear Friend: The interesting question you sent in to our Radio Reporter was very much appreciated. Naturally, we hope that it wins our daily or weekly prize, but if not, do not be discouraged and do not stop sending in your questions. You never can tell when good fortune may favor your questions, and then besides, it is a lot of fun. Somebody wins each day and some lucky person gets the beautiful Harris-Goar diamond ring each Saturday, so do not quit sending in your questions because the very day you quit may be the very day you might win.

"We hope that your interest in our radio program will lead you to trade at our store. The purpose of every radio program is to increase business, and while all sponsors are glad to furnish the entertainment, they cannot continue unless the public shows their appreciation with trade.

"To show our appreciation of your interest, we inclose a token which has a value of 50c as first payment on a purchase of $5 or more, or should you purchase $10 or more, we will allow you a credit of $1 as first payment if you bring this letter with you with the token. We feel that your interest in our program entitles you to a substantial discount on your get acquainted purchase.

"You can buy for yourself and family and charge it all on one account and pay on terms to suit your convenience."

Enclosed with the letter is a circular featuring on the front page

(*Continued on page 57*)

SIDEWALK FANS — Harris-Goar sells jewelry with an inquiring reporter program every day on WHB, Kansas City, and here is part of a typical sidewalk audience at one of the sponsor's broadcasts.

New Lineup of Yankee Network Is Announced by Mr. Shepard

Regional Net Includes 13 Stations With WNAC Key; Five-Station Colonial Network Also Formed

COMPLETION of a new lineup of stations for the Yankee Network, which will be reorganized after WNAC and WEEI of Boston switch their CBS and NBC-Red network affiliations respectively when Daylight Saving Time ends Sept. 27, was announced July 27 by John Shepard 3d. The new regional network will comprise 13 stations, keyed from WNAC, and it will embrace most of the stations of the present Yankee Network plus three of the stations of the former New England Network which was a cooperative hookup of five NBC-Red stations keyed from WEEI.

At the same time, Mr. Shepard announced, a second regional network to be known as the Colonial Network will be inaugurated under his auspices. Keyed from WAAB, the second Shepard-owned station in Boston, it will include three independent stations of the new Yankee Network plus WTHT, new *Hartford Times* station, and will add others if and when time is available.

The Colonial Network will be the New England outlet of Mutual Broadcasting System, of which WAAB became the Boston outlet July 1. While Mr. Shepard has a gentlemen's agreement with NBC under which WNAC will not link with Mutual, he is under no such obligations with respect to his other Boston station. Whether other stations of the new Yankee Network, which subscribe to NBC and CBS services, will occasionally hook into the Colonial Network and the Mutual Network, depends upon their NBC and CBS commitments and their ability to clear time for Mutual commercials.

The New Setup

THE NEW Yankee Network lineup:

WNAC, Boston, which on Sept. 27 joins NBC-Red in lieu of its present affiliation with CBS. Now also key of Yankee Network.

WEAN, Providence, also a Shepard-owned station, which on or before the end of 1936 joins NBC-Blue in lieu of its present CBS affiliation. Now on Yankee.

WICC, Bridgeport, also Shepard-owned, which on or before the end of 1936 joins NBC-Blue in lieu of its present CBS affiliation. Now on Yankee.

WMAS, Springfield, now a CBS supplemental, also on Yankee.

WFEA, Manchester, N. H., a CBS basic supplemental, now on Yankee.

WTIC, Hartford, an NBC-Red basic, formerly on The New England Network.

WTAG, Worcester, an NBC-Red basic, formerly on The New England Network.

WCSH, Portland, an NBC-Red basic, formerly on The New England Network.

WLBZ, Bangor, a CBS basic supplemental, now on Yankee.

WNBH, New Bedford, Mass., an independent, now on Yankee.

WSAR, Fall River, an independent, now on Yankee.

WLLH, Lowell, an independent now on Yankee.

WATR, Waterbury, an independent now on Yankee.

Thus the present Yankee Network of 12 stations is practically preserved intact, except that WPRO is dropped as a Providence optional; WORC is supplanted by WTAG in Worcester; WDRC is supplanted by WTIC in Hartford, and WRDO, Augusta, is dropped, while WCSH gives Yankee its first outlet in Portland. WJAR, Providence, now on NBC-Red and formerly on the New England Network, stays with NBC-Red while WPRO, Providence, becomes a CBS basic on Jan. 1, 1937 when WEAN goes on the Blue.

The Colonial Network lineup, in addition to WAAB and WTHT, will include three of the independents also on the Yankee Network—WLLH, WNBH and WSAR. Others will be added to this five-station hookup if and when time is available, and Colonial will be sold both for regional accounts and for Mutual accounts. Since most of the favored time of the other stations on Yankee will be taken up by NBC, CBS, and Yankee programs, and with WTHT also joining the Inter-City Group, it is not anticipated that Colonial will be able to expand very frequently for Mutual accounts.

Further shifts in the lineups of the two New England regional hookups are possible, but Mr. Shepard's plans envisage keeping the new Yankee Network intact since it is expected that most of the present Yankee Network commercial accounts and practically all of its sustainings will simply be taken over by the newly reorganized Yankee Network. Edward Petry & Co. will continue to represent the Yankee Network nationally.

McMILLIN HEADS BLACKMAN RADIO

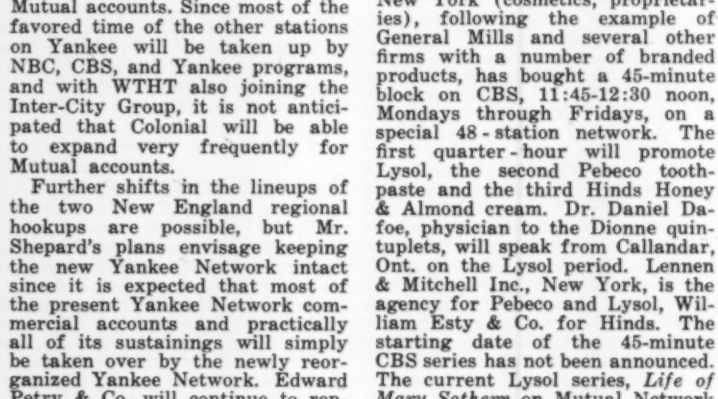
JOHN McMILLIN, for the last seven years with Blackman Advertising Inc., New York, and recently working in the radio department, on Aug. 1 becomes radio director of that agency. He succeeds Carlo de Angelo, who joined Blackman two years ago, coming over from the New York office of N. W. Ayer & Son. Mr. Angelo has resigned and has not indicated his future plans.

With Mr. McMillin taking over the radio helm, Frank Newton, Blackman spot time buyer, is shifted back to his former duties as contact on the Procter & Gamble Co. account. Spot efforts have been placed in the hands of Roy Schultz of the media department.

F. B. Dyck Hoff has been appointed business manager of the Blackman radio department, having been transferred from contact work. He has been with the agency for the last year, coming over from Young & Rubicam.

Lehn & Fink Block

LEHN & FINK PRODUCTS Co., New York (cosmetics, proprietaries), following the example of General Mills and several other firms with a number of branded products, has bought a 45-minute block on CBS, 11:45-12:30 noon, Mondays through Fridays, on a special 48-station network. The first quarter-hour will promote Lysol, the second Pebeco toothpaste and the third Hinds Honey & Almond cream. Dr. Daniel Dafoe, physician to the Dionne quintuplets, will speak from Callandar, Ont. on the Lysol period. Lennen & Mitchell Inc., New York, is the agency for Pebeco and Lysol, William Esty & Co. for Hinds. The starting date of the 45-minute CBS series has not been announced. The current Lysol series, *Life of Mary Sothern* on Mutual Network was renewed Aug. 3, going to WLW, WGN, WCAE and WGAR.



GOOD WILL COURT—A. L. Alexander, director of the Good Will Court, sponsored on WMCA, New York, and Inter-City by Macfadden's True Story Magazine, which also sponsors a half-hour of the program on Mutual network, is leaning over a woman litigant who is telling her troubles to the two judges seated opposite her. Charles Stark, announcer, standing by upright microphone. Three microphones are used, two of them plainly visible and the third on the table in front of the woman's hands. Chase & Sanborn Coffee will take over sponsorship of the Court on NBC-Red at 8 p. m. (EDST) Sundays starting Sept. 20.

Chase & Sanborn Coffee Takes Good Will Court On NBC-Red Network

STANDARD BRANDS Inc., New York, soon to discontinue its *Major Bowes Amateurs* on an NBC-Red network, Sundays, 8-9 p. m., on Sept. 20 plans to substitute *Good Will Court*, former sustaining program on WMCA, New York, which currently is broadcast by Inter-City and Mutual under sponsorship of Macfadden Publications Inc., New York (*True Story* magazine).

The court was created by A. L. Alexander, of WMCA, who acts as conductor and handles narration of grievances by anonymous persons whose stories are weighed by legal experts. Fees paid court judges are usually turned over to charity.

Macfadden has merchandised the court to listeners by means of novel stunts ranging from free pocket dictionaries to telegram broadsides. Ruthrauff & Ryan Inc., New York, is the Macfadden agency and J. Walter Thompson Co. is agency for Standard Brands.

The Court may also stay on Inter-City on a sustaining basis after Macfadden signs off Aug. 30 unless Chase & Sanborn assumes sponsorship in the meantime.

Fifth CBS Theatre

CBS has leased the old Manhattan Theatre in New York, the fifth theatre from which it broadcasts network programs in that city. Others are CBS Playhouse, 45th St. Theatre, Amsterdam Roof and Little Theatre. Tentatively the new studio has been named CBS Theatre of the Air and has a seating capacity of 1180, largest of any of its theatrical studios. Among programs to be broadcast from it are Eddie Cantor for Texas Oil, Rubinoff for Chevrolet, Gillette Community Sing and the Chrysler Corp. Major Bowes series which goes on 81 CBS stations Sept. 6. Johns-Manville Corp. engineers are correcting acoustics in the Manhattan Theatre and making it immune to noise from elevated and subway trains.

Chrysler Starts Sept. 13

CHRYSLER Corp., New York, will start the Major Bowes amateur program on 81 CBS stations Sept. 13, just four days after the Major's last broadcast on NBC-Red for Chase & Sanborn, for whom the series developed No. 1 place in popularity during its 18 months. The Chrysler series will use the 9-10 p. m. period on CBS Thursdays and will be broadcast from the new CBS Theatre of the Air, formerly the Manhattan Theatre. Commercials will be institutional for Chrysler automobiles. Ruthrauff & Ryan Inc., New York, is the agency.

Mutual-Don Lee Series

MURINE Co., Chicago (eye wash), will return to Mutual network Nov. 4 with its *Listen to This* musical program. When Mutual is extended to the West Coast the program will be the first commercial to be carried on Don Lee network under the new Mutual setup of Pacific stations. Some of the programs will originate in Hollywood. Neisser-Meyerhoff Inc., Chicago, is agency. [See listing on page 54.]

Census Shows $86,492,653 Net in 1935

14,561 Employed by Stations, Nets; Payroll Is $26,911,392 in Year

1935 Net Revenues of Networks and Stations

	Total Revenue		Amount Received By		
			Networks	Stations	
	Amount	Percent		Amount	Percent
TOTAL	$86,492,653	100.0	$30,199,280	$56,293,373	100.0
Sale of Time—total	79,617,543	92.1	27,216,035	52,401,508	93.1
Nat. and Reg. Net.	39,737,867	45.9	27,216,035	12,521,832	22.2
Nat. and Reg. Spot	13,805,200	16.1	...	13,805,200	24.6
Local	26,074,476	30.1	...	26,074,476	46.3
Sale of Talent	6,875,110 [1]	7.9	2,983,245 [1]	2,597,708	4.6
Other Revenue				1,294,157	2.3

[1] Revenue from sale of talent and "other" revenue are combined for networks.

TOTAL net revenue of broadcast stations and networks for 1935 amounted to $86,492,653, the U. S. Census Bureau announced July 21 in the United States Summary Report of the broadcasting industry. The report includes eight national and regional networks and 561 stations, and covers all broadcast stations and networks which sold time during 1935, except three small stations which failed to submit schedules of their 1935 operations. In charge of the broadcast census was C. H. Sandage, chief of the Census Bureau's Division of Communications.

In his address to the NAB convention July 6 Mr. Sandage had said: "The total non-network time sales of 514 stations amounted to $36,036,958. This incomplete figure is only $308,465 less than the estimate of station time sales for 1935 made by your association [NAB]. An industry—especially an advertising industry — that understates rather than overstates its size and importance is a rarity." Dr. Herman Hettinger, NAB economist, estimated the industry's total gross billings for 1935 at $87,523,848, as compared with the U. S. Census figure of $86,492,653 for net time sales [gross billings minus time and quantity discounts].

The networks and stations together employed an average of 14,561 persons with an annual payroll in 1935 of $26,911,392. Only five of the eight networks reported separate employment, the other three allocating their personnel to affiliated stations. The five networks making separate reports for personnel employed 2,001 persons with an annual payroll of $5,420,279.

The 561 broadcast stations employed 12,560 persons with an annual payroll of $21,491,113. About 92% of this sum was paid to full-time and 8% to part-time employes.

Revenue from the sale of radio time was divided as follows: National and regional networks, $39,737,867; national and regional spot advertising (non-network), $13,805,200; local advertising, $26,074,476. Thus, almost one-half (49.9%) of all radio time sales, when measured in terms of revenue, were made through radio networks. Of this, $27,216,035, or 68.5% was available to them to cover cost of programs, wire, and other network facilities. The balance was paid to broadcast stations for the use of station facilities in broadcasting network programs.

Broadcast stations sold $39,879,676 worth of time and received $12,521,832 from networks as payment for carrying network commercial programs. They received $26,074,476 from local advertisers and $13,805,200 from national and regional advertisers who "spotted" their advertising, i. e. purchased time directly from individual stations. Such "spot" advertising accounted for 24.6% of station revenue, in contrast to 46.3% from local advertisers and 22.2% from networks.

Revenue from sources other than the sale of time amounted to $6,875,110. Of this sum, $2,983,245 was received by networks and $3,891,865 by broadcast stations. This revenue was derived largely from the sale of regular network and station talent, program-building for advertisers, and line charges for carrying programs to a number of stations.

Sales of Large Stations

IT IS significant to note the high percentage of revenue received by stations located in the larger cities. The 91 stations located in 12 of the 13 cities of more than 500,000 population shown in this report received $20,584,297 from the sale of time. Thus these stations, numbering 16.3% of all stations, accounted for almost 40% of total station business.

Five states accounted for 42% of total station revenue. New York led with 10.6%, followed closely by California with 8.9%, Ohio with 8.5%, Illinois with 7.4%, and Pennsylvania with 6.6%. In local advertising, however, New York and California were almost identical, these two States accounting for one-fifth of total local advertising revenue.

All revenue figures are in terms of net billings; i. e., gross billings after all promotional discounts, but before agency discounts have been deducted. Sale of talent represents only sales made by networks and stations. Artist bureaus organized as separate agencies are not included in this report.

Station talent, consisting of artists and announcers, totaled 5,864, or nearly one-half (44.6%) of total station employes. Of these, however, 2,309 were employed on a part-time basis.

Technicians engaged in the operation and maintenance of broadcast stations made up the second largest functional group in numbers and payroll. They accounted for 18.4% of all employes and received 19.8% of the total payroll for the week. Other functional groups reported by the stations include office and clerical workers, supervisors, and executives. Salesmen, continuity writers, and persons performing a variety of functions, have been grouped together as "other" employes.

The average weekly pay of full-time station employes in different functional groups ranged from $24 for office and clerical workers, to $96 for executives. Supervisors received an average of $62 per week, station artists $41 per week, and station technicians $35 per

(*Continued on page 18*)

Net Station Revenue from the Sale of Time

(STATIONS ONLY)

Area	No. Sta.	Total Amount	Total Percent	Nat. and Reg. Adv. [1]	Local Adv. [2]
United States	561	$52,401,508	100.00	$26,327,033	$26,074,475
		100%		50.24%	49.76%
Alabama	9	355,427	.68	87,350	268,077
Arizona	7	217,837	.42	67,482	150,355
Arkansas	11	185,058	.35	102,857	82,201
California	43	4,645,774	8.86	2,056,755	2,589,019
Los Angeles	11	2,434,186	4.65	1,151,600	1,282,586
San Francisco	7	953,266	1.82	557,626	395,640
Remainder of State	25	1,258,322	2.40	347,529	910,793
Colorado	12	593,226	1.13	228,785	364,441
Connecticut	6	592,304	1.13	376,260	216,044
Delaware	(2)	[3]		[3]	[3]
District of Columbia	4	739,530	1.41	293,704	445,826
Florida	10	579,698	1.11	275,447	304,251
Georgia	12	585,115	1.12	321,541	263,574
Idaho	6	126,968	.24	23,956	103,012
Illinois	30	3,865,703	7.38	2,117,393	1,748,310
Chicago	12	3,336,988	6.37	2,050,663	1,286,325
Remainder of State	18	528,715	1.01	66,730	461,985
Indiana	14	839,300	1.60	438,124	401,176
Iowa	10	1,172,235	2.24	745,678	426,557
Kansas	9	381,830	.73	172,864	208,966
Kentucky	6	748,336	1.43	479,628	268,708
Louisiana	12	493,450	.94	282,050	211,400
Maine	5	249,512	.48	136,242	113,270
Maryland and Delaware	8	873,401	1.67	426,383	447,018
Baltimore	4	790,036	1.51	412,135	377,901
Remainder of Md. and Del.	4	83,365	.16	14,248	69,117
Massachusetts	14	2,184,112	4.17	996,828	1,187,284
Boston	7	1,649,193	3.15	753,942	895,251
Remainder of State	7	534,919	1.02	242,886	292,033
Michigan	17	2,843,179	5.43	1,180,524	1,662,655
Detroit	5	2,248,939	4.29	1,104,188	1,144,751
Remainder of State	12	594,240	1.13	76,336	517,904
Minnesota	8	1,106,738	2.11	364,621	742,117
Mississippi	7	135,763	.26	69,625	66,138
Missouri	14	2,133,105	4.07	858,553	1,274,552
St. Louis	4	1,316,622	2.51	478,403	838,219
Remainder of State	10	816,483	1.56	380,150	436,333
Montana	6	207,782	.40	63,629	144,153
Nebraska	10	509,709	.97	289,332	220,377
Nevada	(1)	[4]		[4]	[4]
New Hampshire	3	62,454	.12	22,675	39,778
New Jersey	10	2,392,036	4.56	1,419,701	972,335
New Mexico	5	46,341	.09	11,085	35,256
New York	39	5,546,064	10.57	2,928,155	2,617,909
Buffalo	4	875,598	1.67	413,961	461,637
New York City	18	3,105,394	5.93	1,570,690	1,534,704
Remainder of State	17	1,565,072	2.99	943,504	621,568
North Carolina	9	665,866	1.27	278,474	387,392
North Dakota	6	255,780	.49	126,691	129,089
Ohio	19	4,435,483	8.46	3,239,724	1,195,759
Cleveland	4	1,034,512	1.97	548,761	485,751
Remainder of State	15	3,400,971	6.49	2,690,963	710,008
Oklahoma	12	785,098	1.50	294,835	490,263
Oregon	14	692,436	1.32	284,914	407,522
Pennsylvania	33	3,484,647	6.64	1,831,417	1,653,230
Philadelphia	10	1,796,785	3.43	1,045,496	751,289
Pittsburgh	5	1,042,778	1.99	637,862	404,916
Remainder of State	18	645,084	1.23	148,059	497,025
Rhode Island	3	495,250	.95	267,886	227,365
South Carolina	5	185,964	.35	52,512	133,452
South Dakota	6	130,368	.25	37,832	92,536
Tennessee	12	901,108	1.72	470,962	430,146
Texas	30	2,220,821	4.24	955,030	1,265,791
Utah	3	500,268	.95	281,675	218,593
Vermont	5	81,055	.15	10,945	70,100
Virginia	10	539,068	1.03	251,547	287,521
Washington	20	1,103,411	2.11	486,923	616,488
West Virginia	6	344,358	.66	117,764	226,594
Wisconsin	14	1,023,527	1.96	484,965	538,562
Wyoming and Nevada	3	68,262	.13	9,366	58,896
Experimental Stations	4	76,751	.15	6,344	70,407

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations as well as time sold directly by stations to national and regional advertisers. Network and non-network time sales are combined to avoid disclosure of individual figures.

[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.

[3] Data other than number of stations are combined with Maryland to avoid disclosure of individual figures.

[4] Data other than number of stations are combined with Wyoming to avoid disclosure of individual figures.

FCC Asks Data From Stations On Telephone Circuit Charges

A. T. & T. Inquiry Covers All Phases of Broadcast Line Service for Local and Network Operations

A SWEEPING inquiry by the FCC into broadcast service aspects of American Telephone and Telegraph Co. operations, particularly broadcast line charges, has been initiated as part of the FCC telephone investigation ordered by Congress.

In a letter sent July 15 to all broadcast stations the FCC sought detailed information on relations with A. T. & T. and other wire companies. A four-page questionnaire accompanied the letters. Replies were requested by Aug. 15.

Presumably, the broadcasting phase of the A. T. & T. investigation will be launched by the FCC when the inquiry is resumed in September. Thus far it has hardly been touched upon. Roughly, it is estimated that some ten millions are expended annually by stations and networks for telephone lines, with this sum probably augmented by the recent outcroppings of regional networks and of Mutual Broadcasting System, as well as the expansion of the Blue Network of NBC. Moreover, greater use of remotes is being made by networks and stations, swelling the totals received by A. T. & T.

Rate Questions

THERE have been sporadic outbursts from the broadcasting industry against A. T. & T. line and connection charges, primarily on the ground that the company has never shown how it arrives at its rates. Early this year, A. T. & T. announced a reduction in Class C, or "talk" circuit rates, which followed a readjustment on rates to stations in Florida because of elimination of a "back-haul" charge previously assessed. This issue had been raised by station WCOA, Pensacola, a CBS outlet, and was adjusted voluntarily by A. T. & T.

The original appropriation of $750,000 for the FCC Telephone investigation already has been exhausted, and another $400,000 was appropriated at the end of the last session of Congress for use until next February. Samuel Becker is the acting special counsel for the FCC handling the investigation, and he instituted the broadcast questionnaires.

The questionnaire covers every field of telephone line work in which stations and networks engage and all issues over which there has been debate. In the covering letter, John B. Reynolds, acting secretary, brings out that the work is being undertaken as part of the Congressional mandate that it make an investigation "of the relations between broadcasters and wire companies." In addition to the questions specifically asked, stations were invited to make any additions to questions, or comments on subjects not covered in the questionnaire.

"Has any Bell System telephone company denied your station radio broadcast channels or other facilities or services upon reasonable request therefor at any time during the period Jan. 1, 1925 to date?" is the initial question. "If your answer is yes, state fully the circumstances and the reasons given by the telephone company."

The inquiry covers such things as whether stations have used facilities of wire companies such as Postal or Western Union in lieu of A. T. & T.; reasons why such service was used instead of telephone facilities; comparative costs of such facilities, and satisfaction of such service.

Apparently aiming at oft-reported refusal of A. T. & T. to connect its wires with those of other companies, the questionnaire asks several questions on this subject. It asks also whether any Bell company has refused to connect or to allow connection of its facilities with those of another wire company, and the circumstances and reasons. On this same theme it asks whether the stations own wire facilities and whether these have been connected with A. T. & T. circuits or with the circuits of other companies.

On the question of service, the FCC asks about interruptions to service of over two minutes, giving details of the facilities and the programs involved; whether complaint was made to the wire company; whether the wire company admitted responsibility, and whether the station was compensated for the interruptions.

Use of Shortwaves

POSSIBILITY of using shortwaves for the connecting link between stations, such as is done by the Corn Belt Wireless Network keyed from WHO, Des Moines, is raised by the FCC which asks stations to supply information as to whether shortwave transmitters and receivers have been used in lieu of wire facilities. All phases of this important prospective development are covered in queries.

Among other things the questionnaire goes deeply into the subject of reversible circuits for two-way transmission, whether there is assessed a special switching charge on reversals, and whether stations have been obligated to obtain a four-wire circuit, each pair to be used for one-way transmissions of programs, as a result of the refusal of the telephone company to permit the use of reversible two-wire circuits in both directions, or as a result of additional switching charge imposed for such reversal.

On equipment, stations are asked if they have ever been required to install special equipment or a particular make of apparatus before connecting its own facilities with the station.

Then follows a series of questions on charges for service, installation and equipment, which strike at the root of most of the dispute over the broadcast line rates. These questions follow in full:

Are you able to check or verify, either from the Bell company or by your own devices, whether the facilities supplied by the telephone company are of the grade and quality for which you have contracted and paid? Have there been any instances where you have thought or actually found that facilities supplied by the telephone company were of a grade and quality lower than that for which you had contracted?

Has any Bell telephone company ever installed a filter or other device to reduce the quality of a channel, for example, a Schedule A channel to a Schedule C channel, in order to provide a service not in excess of the characteristics contracted for?

Have you any reason to believe that the rates charged your station by the telephone company have been different from those charged other stations for like channels or services?

Has the telephone company rendered to your station any regular services or furnished any scheduled facilities for which no charge was made? If so, give details.

Has your station ever been charged by the telephone company at higher, or at lower, rates than the charges specified in its Federal Communications Commission tariffs for the grade of facilities or services actually furnished? If so, give details.

Do you consider the present method of computing interexchange channel charges on a circuit mileage basis fair and reasonable?

Have there been any cases where your station has had to pay for a longer roundabout connection with consequent high fees, whereas an air-line mileage basis of computation would have been more reasonable?

Please give details of any cases under the above question.

Have you protested to the telephone company for charging you on unnecessarily roundabout circuit facilities? If so, what answer or satisfaction have you received?

Do you have any suggestions as to what system of charges might be considered more reasonable than the present scheme?

So far as you know, is your station allowed the same time interval for the payment of bills for channels, facilities, or service, or the same discount for prompt payment, as is accorded other stations by the telephone company?

Are there any other charges or practices of the telephone company in connection with its radio broadcast services which you feel are discriminatory, or burdensome? Please explain fully.

SIDEWALK BROADCAST — To end all sidewalk broadcasts, is how F. D. Conard, owner of KIUL, Garden City, Kan., labels this picture. Mr. Conard, a professional photographer, superimposed an enlargement of Mr. Hopper, who this year is plaguing Kansas no less than the rest of the country, on the negative of a shot showing C. M. Garnes, KIUL director, in a man-on-the-street interview.

GRATITUDE TO THE SPONSOR

Elderly Couple Never Miss a Barn Dance and They Show Appreciation in a Novel Way

To the Editor of BROADCASTING:

I came across an incident today at lunch that I thought might interest you.

I was having lunch at a drug-store counter when an elderly lady and gentlemen took the seats next to me.

As I was munching my sandwich, these two people ordered an Alka-Seltzer apiece. They sat before their filled glasses a few moments, and then started to go out. Mind you, they hadn't even touched their glasses!

I've been around a bit and seen a lot, but this was something new to me. So little Oscar ups to the elderly couple and questions them on this peculiar incident.

The old fellow came back with a few lines that I think are worthy of plenty of thought.

He said to me, "Son, my wife and I have never yet missed a broadcast of the Barn Dance each Saturday night. We get more pleasure out of that hour than anything else during the week. Now, this doesn't cost us a penny, and so every week, my wife and I buy a glass each of Alka Seltzer, even though we never drink it, just out of our gratitude to the sponsors."

It struck me between the orbs. I thought you might like it.

Murray Arnold,
July 27, 1936 WIP, Philadelphia

WMEX, BOSTON, GETS 5 KW. ON 1470 KC.

WMEX, Boston local, graduated to the high-power regional class July 22 when the FCC Broadcast Division granted its application for 1470 kc., with 5,000 watts day and night. Action was taken without a hearing, and when the installation of the 5,000-watt transmitter is completed the station will relinquish its present 100 watt assignment on 1500 kc. Commissioner Case dissented.

An independent station, WMEX is managed by William S. and Alfred J. Pote. The station is owned by the Northern Corporation. It is an outlet of the Inter-City Group, keyed from WMCA in New York. WMEX recently moved into new studios. A new location for its transmitter was approved by the Division coincident with the grant and a directive antenna will be installed.

Under FCC rules a 20-day protest period, dating from July 22, must elapse before the grant can become final. During that time if valid protests are filed the decision may be held up or possibly thrown to a hearing.

WSM Mutual Programs

SEVERAL commercial programs of Mutual Broadcasting System may be broadcast over WSM, Nashville, beginning this Fall, but subject to the 28-day option on the station's time for certain hours held by NBC, it is learned on good authority. WSM, it is stated on behalf of the station, does not have in mind leaving the NBC network, planning simply to supplement its schedule with MBS commercials where they do not conflict. It will not subscribe to MBS sustaining programs, under the plan.

"HEY, QUIT SHOVING!"

● The day is limited to 24 hours daily.

Human sleeping habits limit broadcasting to about 18 hours daily.

Years ago, 18 hours were enough to satisfy all the advertisers, and still leave something for the sales department to worry over.

Today, at WHO, the sales department's chief worry is trying to figure how 18 hours' time can be made to accommodate all the advertisers who want to use it.

The present situation: Out of a total of 123 broadcasting hours each week, less than six hours (day and evening combined) are still available for advertisers desiring time after September 27.

The reason: During 1936, WHO has continued its record of previous years in standing at or near the top of any station-list in results per dollar.

CENTRAL BROADCASTING CO., DES MOINES
J. O. Maland, Manager — Phone 3-7147

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

ASCAP - Warners Are Near Accord

Negotiations Continue; Society Cuts Its Biggest Dividend

NEGOTIATIONS are still in progress looking toward the return of Warner Bros. music publishing houses to ASCAP, but while neither side would talk officially, it was indicated July 28 that an agreement might be reached any day. Evidently the reluctance of the Warner houses, which withdrew from ASCAP last Jan. 1, to accede to the usual conditions of membership, plus the fact that ASCAP has declined to agree to certain Warner stipulations, has prevented the accord but the obstacles are not considered insurmountable.

The ASCAP board is not expected to meet again until Sept. 24 but it has empowered E. C. Mills, ASCAP general manager, to proceed with conversations which have as their objective a reunion of the music performing rights groups. There is sentiment on the ASCAP board against Warner's return because it would obviously mean a reduction in the "cuts" of respective publisher organizations of ASCAP receipts. On July 10 ASCAP cut the biggest dividend for a single quarter in its history, splitting $1,030,000. This was $60,000 more than the preceding quarter. Because of an expected summer lull, it is likely that the next quarter, due in October, will be smaller.

Legal Troubles

MEANWHILE, the Warner houses have been worrying along with little performance of their music, slight revenue from broadcasting stations or other users, internal dissension among its composer members, and a horde of infringement suits against stations, hotels and night clubs which have netted them nothing but grief. There hasn't been a single adjudication in the more than 200 infringement suits, seeking damages of nearly $4,000,000. On the other hand there have been voluntary dismissals of numerous cases.

Supplementing the dropping of suits against certain stations on alleged performance of *My Wild Irish Rose*, and of another batch of 40 suits against CBS stations alleging performance of *That Old-Fashioned Mother of Mine*, it is now learned that eight suits against stations on alleged infringement of *Put On Your Old Grey Bonnet* have been dropped. These were against KOA, KPO, WIBA, KFYR, KGIR, WDAY, KGU and KTAR, for alleged performance Jan. 11.

All told, it is estimated, some two score suits alleging infringement of *The Old Grey Bonnet* number had been filed. It is indicated that all of them may be dropped because of the reported conclusion reached by Warner council that the claims could not be sustained in court.

KGFW, Kearney, Neb., operating with 100 watts on 1310 kc. and recently purchased by Clark Standiford, manager, and Kate S. Fisher, wife of Ben S. Fisher, Washington attorney, has applied to the FCC for authority to move into Omaha.

Radio's 1935 Status

(*Continued from page 15*)

week. The average weekly income of "other" employes is relatively high because of the inclusion of salesmen in this group.

The analysis for the representative week does not include network personnel. In general, the average weekly salary is higher for persons employed by networks than for those employed by stations. The average full-time station employe was paid $38, and the average network employe was paid $53 per week. Network technicians received $60, artists $91, and office and clerical workers $39. To avoid disclosure, this information cannot be shown in further detail in the report. All employment data herein apply strictly to persons employed and paid by radio stations or networks.

Number of Networks

EIGHT organizations have been classified as national or regional networks, and network data given in this report apply to these eight companies. Other organizations frequently listed as radio networks but which serve only as informal sales organizations have not been classified here as networks.

As of Dec. 31, 1935, there were 625 broadcast stations in the United States that had permits either to operate or to construct stations. The Bureau of the Census received reports from all but three of these 625 stations. One was located in Nebraska, one in Louisiana, and one in Ohio. All were small stations and their figures would not change totals to any important degree or affect conclusions. Of the 625 stations, 564 sold time. The remainder had construction permits only, or were inactive, or were non-commercial stations operated by churches, schools or similar organizations. This report includes 561 stations, or all but three of the total number selling time.

The United States summary will be followed by a report in booklet form in greater detail. "National spot" and local advertising revenue will be shown by the following types of advertising: Electrical transcriptions, live talent, records, and spot announcements. Additional information concerning this important field of business will be given in as much detail as possible, limited by the necessity to avoid disclosure of individual station operations.

ASCAP Monopoly Suit To Be Heard in Maine

A HEARING on the monopoly suit against ASCAP brought by the state of Maine similar to that in Washington state last year will be held Aug. 3 before the Chief Justice of the state. Clyde R. Chapman, attorney general of Maine, is handling the prosecution, which alleges that ASCAP operates in violation of state laws. ASCAP, it is reported, will appear at the hearing, whereas in the Washington state case it did not contest the action originally.

The Washington state receivership was dissolved recently after negotiations with the parties involved. A series of three orders was issued by the court, one of which brought out that a settlement had been made.

Network and Station Employes, Pay Roll

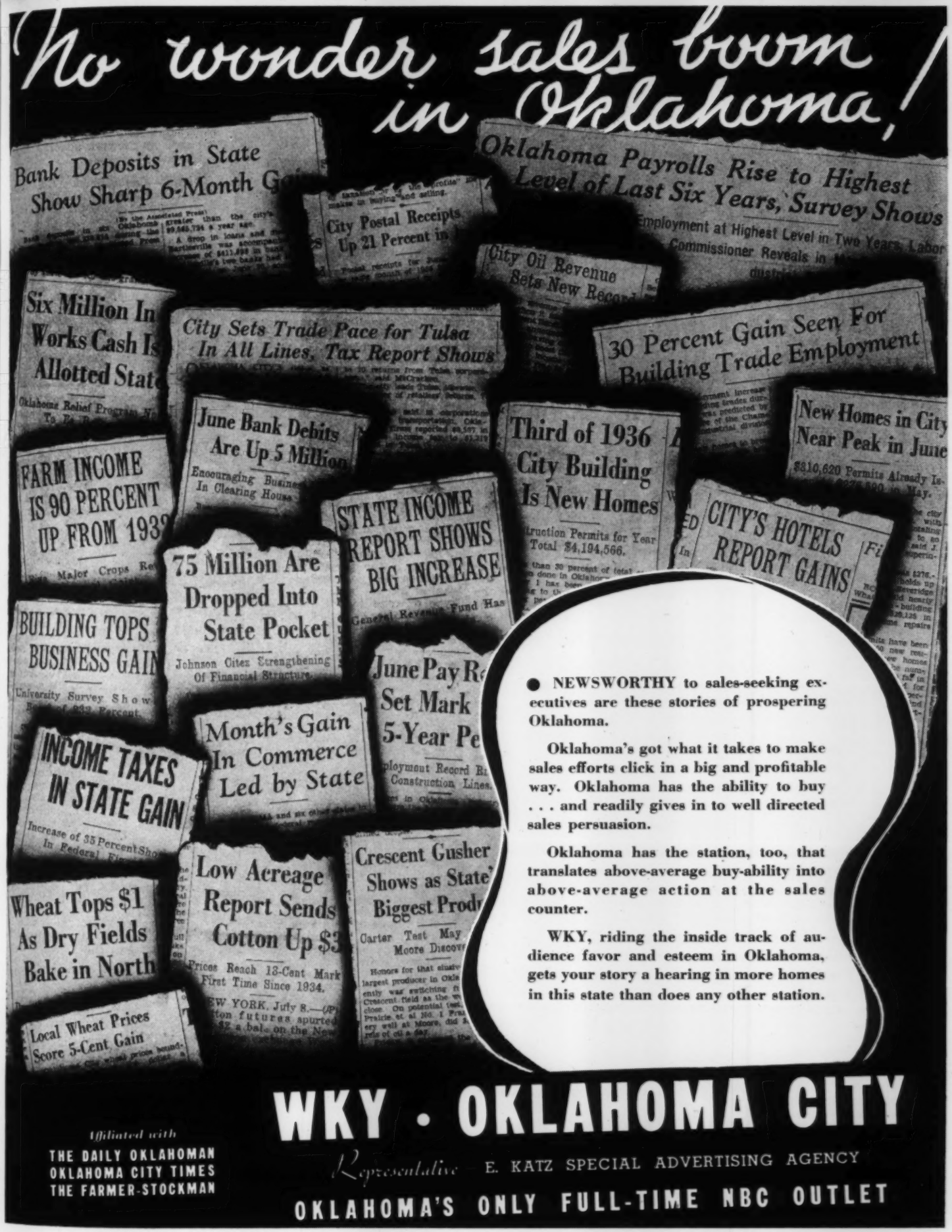
Area	No.	Avg. for year	PAYROLL [1] Total	Full-time	Part-time
UNITED STATES	569	14,561	$26,911,392	(x)	(x)
Networks	8	2,001 [2]	5,420,279 [2]	(x)	(x)
Stations (total)	561	12,560	21,491,113	$19,787,648	$1,703,465
			100%	92.07%	7.93%
Stations Only			167,876	162,572	5,304
Alabama	9	110	85,529	69,292	16,237
Arizona	7	69	70,668	63,062	7,606
Arkansas	11	72	2,335,143	2,105,437	229,706
California	43	1,297	1,275,994	1,155,745	120,249
Los Angeles	11	668	560,488	480,897	79,591
San Francisco	7	307	498,661	468,795	29,866
Remainder of State	25	322	241,511	212,549	28,962
Colorado	12	165	397,103	339,194	57,909
Connecticut	6	179	[3]	[3]	[3]
Delaware	(2)	[3]	264,568	257,405	7,163
Dist. of Columbia	4	112	202,826	198,987	3,839
Florida	10	150	184,283	181,458	2,825
Georgia	12	121	46,423	41,517	4,906
Idaho	6	41	2,241,599	2,152,349	89,250
Illinois	30	910	1,934,540	1,851,526	83,014
Chicago	12	689	307,059	300,823	6,236
Remainder of State	18	221	332,563	301,694	30,869
Indiana	14	231	408,878	355,297	53,581
Iowa	10	344	172,319	159,187	13,132
Kansas	9	148	241,365	186,755	54,610
Kentucky	6	138	191,933	165,083	26,850
Louisiana	12	128	88,195	67,871	20,324
Maine	5	65	328,037	301,955	26,082
Md. and Del.	8	166	291,802	266,922	24,880
Baltimore	4	135			
Rest of Md., Del	4	31	36,235	35,033	1,202
Massachusetts	14	370	725,974	712,956	13,018
Boston	7	279	585,140	576,911	8,229
Remainder of State	7	91	140,834	136,045	4,789
Michigan	17	524	1,124,757	1,022,840	101,917
Detroit	5	335	817,151	727,838	89,313
Remainder of State	12	189	307,606	295,002	12,604
Minnesota	8	214	337,138	325,286	11,852
Mississippi	7	48	45,600	45,560	40
Missouri	14	588	873,797	805,277	68,520
St. Louis	4	247	510,247	498,524	11,723
Remainder of State	10	341	363,550	306,753	56,797
Montana	6	45	69,077	65,797	3,280
Nebraska	10	163	195,769	194,122	1,647
Nevada	(1)	[4]	[4]	[4]	[4]
New Hampshire	3	22	29,848	27,698	2,150
New Jersey	10	250	672,084	657,574	14,510
New Mexico	5	26	27,643	27,328	315
New York	39	1,308	2,386,687	2,210,683	176,004
Buffalo	4	200	343,552	313,306	30,246
New York City	18	754	1,469,397	1,382,080	87,317
Remainder of State	17	354	573,738	515,297	58,441
North Carolina	9	116	182,837	179,955	2,882
North Dakota	6	66	84,791	78,111	6,680
Ohio	19	800	1,588,114	1,523,479	64,635
Cleveland	4	234	482,649	445,429	37,220
Remainder of State	15	566	1,105,465	1,078,050	27,415
Oklahoma	12	226	278,090	257,155	20,935
Oregon	14	224	297,812	278,813	18,999
Pennsylvania	33	857	1,495,408	1,340,788	154,620
Philadelphia	10	423	768,051	697,842	70,209
Pittsburgh	5	209	410,062	357,865	52,197
Remainder of State	18	225	317,295	285,081	32,214
Rhode Island	3	51	97,543	95,379	2,164
South Carolina	5	58	63,075	59,165	3,910
South Dakota	6	70	80,576	80,172	404
Tennessee	12	322	408,679	323,513	85,166
Texas	30	554	771,395	682,397	88,998
Utah	3	68	131,240	130,416	824
Vermont	5	40	27,193	19,229	7,964
Virginia	10	166	194,703	184,385	10,318
Washington	20	460	578,510	458,213	120,297
West Virginia	6	74	125,086	121,490	3,596
Wisconsin	14	306	483,377	458,339	25,038
Wyoming and Nevada	3	22	32,737	31,737	1,000
Experimental Stations	4	76	80,754	68,127	12,627

[1] Does not include entertainers and other talent supplied and paid directly by advertisers.
[2] Three of the 8 networks allocated employment and pay rolls to their affiliated stations, and these figures are included in the station totals.
[3] Two stations in Delaware combined with Maryland to avoid disclosure of individual figures.
[4] One station in Nevada is combined with Wyoming to avoid disclosure of individual figures. (x) Not reported.

Analysis of Station Employment, Pay Rolls [1]

Classification	All Employes [2] (One Week) No.	Pay Roll	Full-time Employes No.	Total	Avg.	Part-time Employes No.	Total	Avg.
Total, 561 Stations	13,139	$429,401	10,287	$388,068	$38	2,852	$41,333	$15
Executives	476	43,537	437	42,079	96	39	1,458	37
Supervisors	703	43,197	690	42,825	62	13	372	29
Office and Clerical	2,149	50,552	2,035	49,349	24	114	1,203	11
Station Technicians	2,451	84,803	2,360	83,609	35	91	1,194	13
Station Talent:								
Artists	4,169	114,270	1,999	82,026	41	2,170	32,244	15
Announcers	1,695	46,412	1,556	45,027	29	139	1,385	10
Other [3]	1,496	46,630	1,210	43,153	36	286	3,477	12

[1] Figures shown are for week ending October 26, 1935, except where such period was not representative. In such cases one week of representative employment is given.
[2] Does not include entertainers and other talent supplied by advertisers, nor employes of radio networks.
[3] "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time and continuity writers, are included here. Salesmen are also listed as "other".


No wonder sales boom in Oklahoma!
Bank Deposits in State Show Sharp 6-Month G
City Postal Receipts Up 21 Percent in
Oklahoma Payrolls Rise to Highest Level of Last Six Years, Survey Shows
Employment at Highest Level in Two Years, Labor Commissioner Reveals in
City Oil Revenue Sets New Reco
Six Million In Works Cash Is Allotted Stat
City Sets Trade Pace for Tulsa In All Lines, Tax Report Shows
30 Percent Gain Seen For Building Trade Employment
June Bank Debits Are Up 5 Million
Encouraging Busine In Clearing House
Third of 1936 City Building Is New Homes
Construction Permits for Year Total $4,194,566.
New Homes in City Near Peak in June
$810,620 Permits Already Is
FARM INCOME IS 90 PERCENT UP FROM 193
Major Crops Re
STATE INCOME REPORT SHOWS BIG INCREASE
General Revenue Fund Has
CITY'S HOTELS REPORT GAINS
75 Million Are Dropped Into State Pocket
Johnson Cites Strengthening Of Financial Structure
BUILDING TOPS BUSINESS GAIN
University Survey Shows
June Pay Re
Set Mark
5-Year Pe
Month's Gain In Commerce Led by State
INCOME TAXES IN STATE GAIN
Increase of 33 Percent Sho
In Federal Fi
Low Acreage Report Sends Cotton Up $3
Prices Reach 13-Cent Mark First Time Since 1934.
EW YORK, July 8.—(AP)
ton futures spurted
Crescent Gusher Shows as State's Biggest Prod
Carter Test May
Moore Discov
Wheat Tops $1 As Dry Fields Bake in North
Local Wheat Prices Score 5-Cent Gain
● NEWSWORTHY to sales-seeking executives are these stories of prospering Oklahoma.
Oklahoma's got what it takes to make sales efforts click in a big and profitable way. Oklahoma has the ability to buy . . . and readily gives in to well directed sales persuasion.
Oklahoma has the station, too, that translates above-average buy-ability into above-average action at the sales counter.
WKY, riding the inside track of audience favor and esteem in Oklahoma, gets your story a hearing in more homes in this state than does any other station.
WKY • OKLAHOMA CITY
Affiliated with
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN
Representative E. KATZ SPECIAL ADVERTISING AGENCY
OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

WIBW Is Capital Of Radio for Day

Landon Day Host to Hundred; Aids in Network Coverage

(Special to BROADCASTING Magazine)

Mr. Searle

TOPEKA, Kan—With radio interest throughout the nation centered on Topeka during the Landon notification ceremonies July 23, WIBW that day was the "radio heart" of the country. Not only were all CBS and Kansas network broadcasts centralized through the studios and control rooms of WIBW, but the staff and announcers of NBC and Mutual networks also made the Topeka station their headquarters. Don Searle, manager of the Capper station, acted as host to all the visiting radio men.

In addition to all its other activities, WIBW locally gave its listening audience eight hours of broadcasts of the events. The station started at 6:15 a. m. with a quarter-hour address by Senator Capper, who gave the listeners "Impressions of Governor Landon". Announcers with pickup microphones met all the incoming trains and greetings to the dignitaries of the Republican party were heard, descriptions of the decorations, formations for the parade, broadcasts of visiting musical organizations and even a noon broadcast interviewing radio men from all parts of the country.

All of WIBW's equipment was placed at the disposal of the Republican National Committee for the occasion and Karl Troeglen, chief engineer, was perhaps the busiest man in Topeka, cooperating with Charles Warriner, former CBS engineer, representing the committee.

Throughout the day WIBW maintained an al fresco luncheon table for the visiting radio men, who made it their resting place between broadcasts. Complete crews were on hand from CBS, headed by Paul White, special events executive, and Bob Trout, announcer. NBC was represented by A. L. Williamson, special events executive from Chicago, with Charles Lyons, announcer, and a staff of reporters. Mutual Network was also represented. KMBC, WDAF and WHB, Kansas City, were on the grounds with sound trucks and special announcers, and in all there were nearly a hundred visiting radio men.

KFWB Bans Records

FOLLOWING legal action brought against Eastern stations by recording artists, Manager Gerald King, of KFWB, Hollywood, has banned domestic recordings from that station, along with the entire artist staff, and now is broadcasting only transcriptions, foreign records and spot-booked talent. The station now hires talent as needed, employing no full-time artists.

WCOP, Boston, was thrown off the air for the better part of a day by a July thunderstorm when lightning scored a direct hit on the 223-foot radiator and passed through lightning arrestors.

NOTIFIED LANDON—When the Kansas Governor was formally made aware of his GOP candidacy, CBS had its special events crew on the job. Here they are boarding a TWA plane at Chicago airport for the Topeka assignment. Left to right are Lyle H. Wilson, chief of Washington United Press staff; Bob Trout, CBS presidential announcer; Paul W. White, CBS director of public events and special features, and John D. Fitzgerald, CBS Chicago special events representative.

Final Settlement of Recordings Rights Sought in Suits Instituted by Artists

LITIGATION in both Philadelphia and New York over the rights of certain broadcasting stations to perform phonograph recordings of particular artists probably will go forward looking toward ultimate final adjudication of this issue, raised by the recently formed National Association of Recording Artists.

In the Philadelphia case, filed by Fred Waring against WDAS and decided against the station by the Court of Common Pleas, an appeal to the State Supreme Court probably will be instituted with William A. Schnader, former state attorney general, as WDAS counsel. The NAB intervened in this case in the lower court. In order to procure the highest state court's jurisdiction, a ruling must be had that an amount of $2,500 or more is involved.

What steps will be taken in the New York cases, involving suits for alleged unauthorized phonograph record performances by WNEW, WEVD and WHN, filed in the names of such artists as Tibbett, Crumit and Whiteman, have not been reached. Also joined in these suits was Teleflash, wired radio service, which consented in the State Supreme Court on July 22 to desist from further use of records, notably those of Walter O'Keefe and Louis James of *The Revellers*, and which stated that in the future it will use only transcriptions. Teleflash is a subscriber to Standard Radio Inc. library.

NAB to Assist

THE OTHER three stations have been given until Aug. 5 to file answers. These were due originally on July 29. Whether they will answer jointly remains to be decided. In any event, it is not expected that the NAB will intervene but rather that it will collaborate in the preparation of briefs and in the drafting of other papers. E. Stuart Sprague, New York attorney formerly on the NBC legal staff, and a recognized authority on copyright, has been retained by the NAB to assist in this work.

The test case in Philadelphia and those in New York are regarded as important because of the widespread use of phonograph records by stations. However, the cases are confined to the recordings of the particular artists who have filed suits and to the particular stations involved. In other words, the actions of the courts in these cases, either way, will not be binding upon stations generally.

In every case NAPA, of which Waring is the president, seeks to establish the performing right of the artist to his own particular type of rendition. Feeling among broadcasters obviously is strong, since practically all of the artists owe their success to radio. Broadcasters take the attitude that they are "biting the hand that feeds". They feel the litigation is ill-advised.

Assuming that the worst might happen — i. e., that artists are finally adjudged to have a property right in their recordings as not being for broadcast use—stations would have to forego the use of such records and perhaps go to transcriptions and live talent exclusively. On the other hand there is no reason, when such artists contract for phonograph recordings or for other services, why contracts shall not include provisions authorizing performance of records over stations, should the parties agree.

Among some stations the view is gaining ground that the recordings of those artists who have instituted suits through NAPA should not be performed as a means of denying them the benefits they procure through popularizing their renditions. Any general movement toward such a policy, it is believed, would soon have the effect of deflating the NAPA movement, which simply has as its objective the licensing of stations for phonograph record performances on a basis broadly along the lines of the music performing rights societies.

All of the NAPA actions were brought by Maurice Speiser, general counsel and prime mover of the organization, with his associate A. Walter Sokolow. The complaints alleged that the stations and Teleflash, along with Audio-Scriptions Inc., of New York, a recording program and air-check service against which suit was filed, broadcast recordings of the artists from time to time and that these recordings were not licensed for broadcast purposes.

Mr. Speiser has openly threatened that the New York suits were tests based on the results of the WDAS case, and that if they are successful in the New York cases, suits may be filed throughout the country.

Denies Charges

THE Audio-Scriptions case is a maze of complications. Don Voorhees, orchestra leader, alleges in it that the company operates a device which records programs taken off the air and that Audio had captured one of these broadcasts and reduced it to record form for sale to whomever would pay the price. E. Rabinowitz, manager of Audio, declared he planned to file a counter suit for damages against NAPA because of the "damaging charges" printed in the July 16 issue of the *New York Times*.

Mr. Rabinowitz claims that a Mr. Stein called at his office and introduced himself as a member of Don Voorhees orchestra and asked to have a recording made of his voice off the air, which the company did by picking it up and recording it on a 12-inch aluminum disc. This was the only recording Audio ever made of a Don Voorhees broadcast, according to Mr. Rabinowitz. The result of this was the Voorhees-NAPA suit against Audio.

NAPA should not be confused with the American Society of Recording Artists, Hollywood organization seeking to license broadcasting stations for the performance of phonograph records. While it has been contended that NAPA is not working in combination with ASRA, the two organizations had their origin about the same time and on the same issue. ASRA seeks to collect from stations phonograph license fees ranging from 5 to 15 cents per "side" performed in commercial programs, plus a "sustaining" fee. NAPA on the other hand seeks to restrain stations from performing phonograph records of its purported members altogether. Despite this, stations attest to the fact that constant "plugging" for performance of certain phonograph records goes on just as it does in the original musical composition field.

SATURDAY EVENING SOLD OUT BY CBS

CBS has sold out Saturday evening time for the autumn, having signed Elgin National Watch Co., Carborundum Co., Nash Motor Co., and Pet Milk Co. in late July to contracts for this period, once shunned by network advertisers.

Saturday evening CBS clients are:

7:30-8—Carborundum Co., Buffalo (abrasives) with *Carborundum Band* on 18 stations starting Oct. 17.

8-8:30 — Unannounced client signed.

8:30-9—Elgin National Watch Co., Chicago, on 60 stations.

9-9:30—Nash Motor Co., Kenosha, Wis., on 46 stations.

9:30-10—Pet Milk Sales Corp., St. Louis (condensed milk) on 48 stations starting in September.

10-11 — American Tobacco Co., New York, with *Lucky Strike Hit Parade*.

FLYING HIGH

Sales go up when your advertising covers not only Northern California, but all the important communities over the mountains in Idaho, Nevada and Oregon. Long a favorite with listeners, KPO pays profit dividends on local and spot campaigns.

KPO **50,000 WATTS**
NBC Pacific Coast Red Network
SAN FRANCISCO

Completely programmed by NBC

FELLOWS IS NAMED AS WEEI MANAGER

Mr. Fellows

APPOINTMENT of Harold E. Fellows, commercial manager of WEEI, Boston, as president and general manager of the WEEI Broadcasting Corp., was announced July 23 by CBS, which on Aug. 16 takes over the station under a lease arrangement. The WEEI Broadcasting Corp. is the new subsidiary established by CBS through which it will operate the station as its Boston outlet in lieu of WNAC, which joins the NBC-Red network.

Mr. Fellows, CBS said, will assume fully responsibility and within the general limitations of the policies of CBS, will have complete authority in the operation of the station. WEEI was leased by CBS from Edison Electric Illuminating Co. of Boston, with an option to purchase, at an annual figure exclusive of studios of $219,000.

No other personnel appointments were announced and it was indicated that these will be left largely to the new president and general manager. Mr. Fellows does not actually take over until the CBS lease becomes effective on Aug. 16. As the directing head he replaces Joseph Groce, head of public relations of Edison Electric and in charge of the station, and Charles W. Burton, who held title of manager.

Mr. Fellows has been with WEEI as commercial manager since 1932 and has been directly associated with the advertising business for 20 years. He first became interested in radio advertising in 1928, having organized for the Harry M. Frost Agency of Boston the first complete agency - radio activity in that area. Subsequently he organized the radio department of the Greenleaf Co., advertising agency. A native of Haverhill, Mass., Mr. Fellows completed his education at Columbia University. He lives at Swampscott, is married and has two children.

New CBS-WHK Contract

WHK, Cleveland, in July renewed its contract covering affiliation with CBS in negotiations conducted by Herbert V. Akerberg, CBS station relations vice president, with H. K. Carpenter, WHK manager, and officials of the *Cleveland Plain Dealer*, owner of the station. This definitely sets at rest rumors that WGAR, NBC-Blue outlet in Cleveland, owned by the Richards-Fitzpatrick interests operating WJR, Detroit, would switch to CBS with WHK going to NBC-Blue. The new contract between CBS and WHK dates for three years from Oct. 1, 1936.

Journal Asks 1570 kc.

A NEW station on the high-fidelity broadcast channel of 1570 kc., with 1,000 watts full time, is sought by the *Milwaukee Journal*, operating WTMJ, Milwaukee, in an application filed July 16. Interests associated with the *Journal* have been seeking a second station for some time.

KYW Philadelphia, Goes Back to NBC As Its 15th Managed Station; CBS Has 9

Mr. Joy

WITH Leslie Joy remaining as manager in lieu of his present position of "NBC representative", KYW, Philadelphia outlet of the NBC - Red network, on Sept. 1 will revert to NBC management, making the 15th station in the list of NBC owned and managed stations. Licensed to Westinghouse Electric & Mfg. Co., the station is under lease to NBC but has been operated since its removal from Chicago to Philadelphia on Oct. 11, 1934, by Dr. Leon Levy and Isaac D. Levy, operators of WCAU, Philadelphia.

The arrangement for management of the station was made by NBC and Westinghouse officials with the Levy brothers two years ago in order to utilize the extensive studio building facilities of WCAU. In June Dr. Levy asked to be relieved from the arrangement in a letter to President Lenox R. Lohr of NBC, in which he stated:

"I am frequently confronted with the making of a choice of stations to which I am to give business offered to me. While I have endeavored to be scrupulously honest in my decisions, nevertheless each station has been deprived of proper guidance, for which I am chiefly responsible." Dr. Levy added that both WCAU and KYW would benefit by separate managements, gaining an individuality from competition they cannot now secure.

No disputes of serious nature are behind the shift, and Mr. Lohr emphasized in his letter of reply July 17 that the relationship of NBC and the Levys has been entirely pleasant. It is significant that the Levy brothers are among the largest stockholders in CBS, with which WCAU is affiliated, and that William S. Paley, CBS president, and his father and uncle, Samuel and Jacob Paley, together own one-third of the stock of WCAU, the Levys each owning one-third. Thus the WCAU operators were in the position of operating a CBS-affiliated station while providing the studios and management of KYW, an NBC-leased station.

Plan New Studios

NEW studios for KYW will be established as soon as possible, though it is not expected that they will be ready by Sept. 1. KYW will continue to utilize the WCAU building studios until the new ones are ready. Technical maintenance will continue under Westinghouse, as before.

NBC's operating lease on KYW has until Dec. 31, 1942, to run. NBC also operates KDKA, Pittsburgh; WBZ, Boston, and WBZA, Springfield, under the same leases from Westinghouse. It has similar arrangements with General Electric Co. for the operation of that company's stations, WGY, Schenectady; KOA, Denver, and KGO, Oakland, Cal. In addition, it leases WMAL, Washington, from the M. A. Leese estate, and it owns and operates WEAF and WJZ, New York; WRC, Washington; WENR and WMAQ, Chicago; WTAM, Cleveland, and KPO, San Francisco.

Besides these, NBC owns but leases to others to operate the following stations: KEX, Portland, leased to the *Portland Oregonian*, which owns KGW; KJR, Seattle, leased to Fishers Blend Station Inc., which owns KOMO; KGA, leased to Louis Wasmer, who owns KHQ. These stations were purchased by the NBC from the old bankrupt American Broadcasting Co., and leased to local operators under long-term arrangements.

Against the 15 stations owned and managed by NBC and the three which it owns and leases to others to operate, CBS now counts nine owned and managed stations with the likelihood of securing a tenth shortly in New York City. [See story on another page in this issue.] The CBS-owned stations are WABC, New York; WJSV, Washington; WKRC, Cincinnati; KMOX, St. Louis; WBT, Charlotte; WCCO, Minneapolis, and KNX, Hollywood. In addition it leases WEEI, Boston, which on Sept. 27 will join the CBS network in lieu of WNAC which goes to NBC-Red, and KSFO, San Francisco, to which CBS service will begin when arrangements for severing relations with the Don Lee group are made. KNX and KSFO will replace KHJ and KFRC, respectively, on the CBS network before the end of this year and possibly some time earlier this winter.

Ellis Atteberry Is Named To Be Manager of WLBF

Mr. Atteberry

APPOINTMENT of Ellis Atteberry, commercial manager of WLBF, Kansas City, Kan., as manager of the station succeeding Herbert Hollister was announced July 22 by W. A. Bailey, president and director of the station and business manager of the *Kansas City Kansan*, Capper publication which owns WLBF.

Mr. Atteberry has been with WLBF since 1932, serving most of the time as commercial manager. Mr. Hollister, who originally owned the station and sold it last year to the *Kansan*, remained as its manager until recently when he took over the management of KANS, Wichita, Kan., new local station.

Before joining WLBF, Mr. Atteberry operated his own advertising agency in Kansas City and prior to that worked on several newspapers in advertising capacities. He is a graduate of the University of Missouri. Simultaneously, Mr. Bailey announced the appointment of Olaf S. Soward, assistant city editor of the *Kansan* as news broadcaster and commentator over WLBF.

Sales Managers Division Of NAB Starts Drive to Expand Its Membership

PRESSING forward with plans for the development of the Sales Managers Division of the NAB, plans for the organization of which were completed during the NAB convention in Chicago last month, J. Buryl Lottridge, chairman of the division, has sent to all NAB member stations a letter soliciting membership.

Mr. Lottridge, sales manager of the Central States Broadcasting System, comprising KFAB and KFOR, Lincoln, and KOIL, Omaha, was the moving spirit in the creation of the organization. He brought out that at two meetings held in Chicago some 65 stations enrolled in the division. Moreover, the NAB membership approved the creation of the division as a branch of the NAB and agreed to finance it. Membership in the division, Mr. Lottridge said, will be restricted to NAB members. The plan is to hold divisional meetings and also general meetings coincident with the annual NAB conventions.

Membership will be limited to one man from each station, he said, but that does not mean that the member must be the sales manager. A membership is open to any station executive who is responsible, directly or indirectly, for the sale of local or national business.

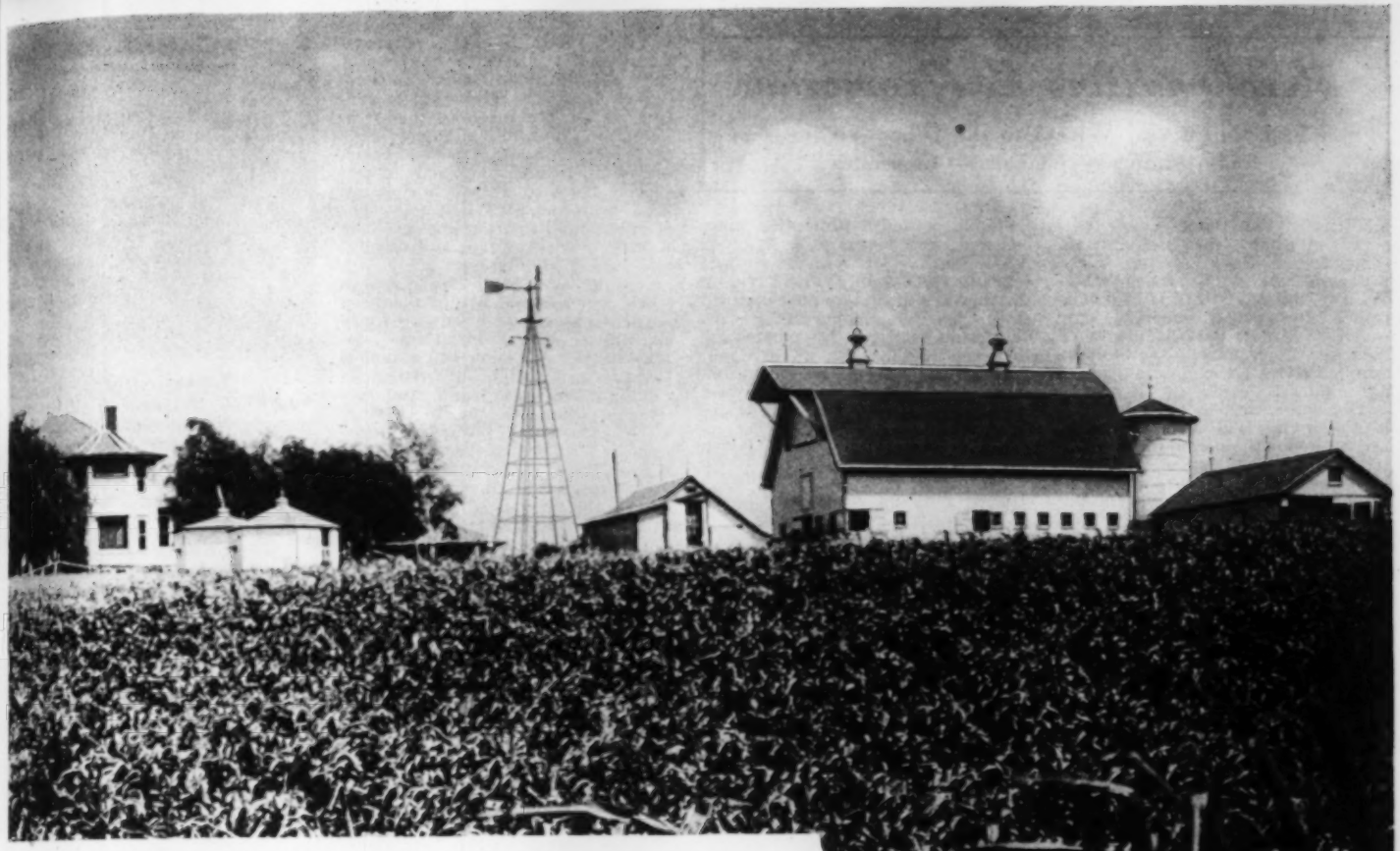
Mr. Lottridge reiterated that the plan of the organization is to exchange successful commercial ideas that apply to mutual sales problems, and to outline standard and acceptable commercial methods in the handling of national and local spot business through direct mailings, divisional and national meetings. Such problems as agency-station relations including rates, discounts, promotion and kindred subjects, he said, would fall within the scope of the division's operations.

BOOSTER STATIONS SOUGHT BY W1XBS

TWO 100-watt booster stations for W1XBS, Waterbury, Conn., each with 100 watts and tied together with the "mother" station by land-line, are proposed in applications filed with the FCC Broadcast Division July 24 asking for such stations in New Haven and Bridgeport. This novel tieup, if approved, would mark the first three-way synchronized chain.

W1XBS is one of the pioneer "high-fidelity" stations operating on the 1530 kc. special broadcast channel with 1,000 watts full time. Because of the high attenuation in New England as well as the "skip" effect of this high frequency, the station is not heard well in Bridgeport, 30 miles away, or in New Haven, 20 miles distant. Western Electric synchronizing equipment would be used, according to McNary & Chambers, consulting engineers of the station, with land-line links. The station is operated by the *Waterbury American & Republican*.

Since the FCC policy has been to foster experimental work on these channels, it is expected favorable action may be taken on the applications.



Business Is Still Good In Nebraska!

Sure, it's been a little hot and a little dry in Nebraska but the Cornhusker state is far from a deserted desert. Corn and wheat still grow in Nebraska fields and the increased number of radio advertisers shows that the buying power of the Nebraska family is still above the average in the nation.

There is no summer heat or serious drought in the middlewest as far as The Central States Broadcasting System is concerned.

With KFAB-KOIL-KFOR sales for the past six months 76-67-37% ahead of sales for the same period in 1935, June and July business points toward a new high for summer sales.

Business Is Still Good In Nebraska
Business Is Better for KFAB - KOIL - KFOR

National Representatives — Free and Sleininger

Central States Broadcasting System

KFAB	KOIL	KFOR
OMAHA---LINCOLN	OMAHA---COUNCIL BLUFFS	LINCOLN

Merchandising & Promotion

Sun Suits for Cereal — Keys to the Office — Census of Radio Homes — Matches — Cigarettes

KELLOGG Co., Battle Creek (cereal), is giving away during its sponsored *Kellogg Melody Time* program originating from WBZ-WBZA, Boston-Springfield children's sun-suits in exchange for the tops from two packages of Kellogg's corn flakes, or the tops from any two Kellogg cereal packages, plus 15 cents.

The sun-suits, designed by Kellogg's Singing Lady, Ireene Wicker, are of Pepperell percale in a special Mother Goose design, and come in two-year, four-year, and six-year sizes. There is a style for boys . . . in blue and green; and for girls, in pink and yellow.

Listeners are advised to address Kellogg, Dept. 16, Battle Creek, Mich. Canadian dialers mail their package tops and accompanying cash to Kellogg Company, Dept. 16, London, Ont. N. W. Ayer & Son Inc., New York, is agency.

* * *

IN A STUDY of the sale of women's preferences in the sale of brand goods in Syracuse, Kenneth G. Bartlett, director of radio work, Syracuse University, found that 59.3% or 13,050 of the instances studied preferred radio advertised brands. Non-radio or non-advertised brands were preferred by 24% or 5,283 instances, and 16.7% or 3,667 instances had no brand preference.

Trained investigators interviewed 1,100 women as to their preferences among 20 types of branded products. Other results: 17 of the 20 first place brands used radio; 16 of the 20 second place brands used radio; 14 of the 20 third place brands used radio. Results of the survey made by direction of WSYR, Syracuse, were printed in detail in a brochure titled *No More Guessing About the Syracuse Market.*

* * *

SUCCESS of broadcasts over Yankee Network has impelled the Boston Better Business Bureau to adopt radio as its major medium. Said K. B. Backman, general manager of the bureau: "We have concluded that the success of the skits has been so pronounced that we will specialize and devote our major time, as far as our publicity work is concerned, to the present form, namely, entertaining the public while educating them. With the possible exception of the motion picture, a medium we have never used and which is out of the question for at least several years to come, we think that radio can do the job better than any other possible medium, and certainly better than any other medium we have so far been able to employ."

* * *

THE Central States Broadcasting System, operating KOIL, Council Bluffs and Omaha; KFAB, Omaha and Lincoln, and KFOR, Lincoln, will resume publication of its house organ in August after a lapse of a year. It will be a four-page planographed monthly. Bruce Wallace, promotion and publicity director of the System, is editing the piece.

CBS has issued a promotion piece based on the recent AAAA-ANA-NAB census of radio homes (BROADCASTING July 1). Dividing the country into the nine natural state groupings, percentage of ownership is given by percentage for each region with an explanation of each from a marketing standpoint. Charts showing set replacements and amounts spent for radio repairs are shown and data are given for set ownership in Canada.

* * *

WHEN Sleininger Inc., station representatives, wanted to call on 24 station managers scattered over the country, it did what it figured was the next best thing to a personal call — sent handsome key cases with keys to his offices to station managers and invited them to come and make themselves at home. Two dozen station managers got keys. Twenty wrote letters of appreciation and 11 kept the keys.

* * *

IN THE June issue of *Chemical Industries*, published by Chemical Markets Inc., New York, an article titled "Getting on the Air" lists advantages of radio as an advertising medium. After reviewing basic principles for chemical advertisers to follow when they plan radio campaigns, the article says:

"A checkup with a large number of such companies (chemical radio users) discloses that the overwhelming majority found that their money was well invested, that the returns were satisfactory . . ." The article concludes: "It isn't a game that the players need sit in with big stakes. A company does not necessarily have to possess national or even sectional distribution facilities to obtain satisfactory results from the use of radio. The smallest manufacturer operating locally can often increase his sales economically with the judicious use of small stations."

RIVAL PACKING Co., Chicago (dog food), currently staging a rhyme contest on seven stations in the East and Midwest, is getting such a big response that it is planning eventual nationwide coverage. The contest is used to check mail pull, listeners sending in best second lines to rhyme with lines read over the air. Prizes consist of merchandise ranging all the way from cash awards to live puppies and food mixers.

Double cash prizes are given when accompanied by Rival labels. Awards appeal sometimes to women, sometimes to children and careful checks are kept of response. Rival began radio advertising in 1932 on WGN, Chicago, and has since spread to WJR, Detroit; WGY, Schenectady; WHAM, Rochester; WSYR, Syracuse; WBZ-WBZA, Boston-Springfield.

Programs are quarter-hour in length and vary from one to three times a week. Charles Silver & Co., Chicago, is agency.

* * *

ON A three-color 9 x 12-inch card NBC summed up the increase in radio sets from 1930 to the present with figures compiled by the Committee of Fifteen as of Jan. 1. The card gives a breakdown of the 22,869,000 radio families in the United States by states, also the percentage of total families in each state owning radios. The reverse side of the card gives the names of those who make up the Committee of Fifteen and they are listed under their respective organization, ANA, AAAA, or NAB. The method by which the study was compiled is explained.

* * *

RELIABLE DRESS STORE, South Boston, Mass., broadcasting on WMEX, has been running a sale of summer dresses. This added inducement is offered on the broadcasts: "During this great sale all persons making a purchase of $1 or more may buy sugar at only 3c a pound."

* * *

THE first half of 1936 brought to NBC a volume of audience mail not far from the total for the entire year 1935, the six-month figure for this year being 4,006,517. June response was almost double the former June record set in 1931, amounting to 560,551.

Winners All!
Millions of Luckies are made within fifty miles of WBIG's transmitter . . . and home folks like Luckies!
MONTANA
IDAHO
WYOMING
NEVADA
UTAH
COLORADO
ARIZONA
NEW MEXICO
WBIG
Thanks Luckies!
The richest and most populous section of the South is covered by WBIG
E. R.
NOTE: Small dots are used where the crowding of winning cities makes it impossible to use full-size dots.
Thousands and Thousands of Winners!
Every red pin on this map indicates a city where people have won prizes in YOUR LUCKY STRIKE "SWEEPSTAKES"—Thousands and thousands of free prizes!

ON THE BANDWAGON—With all this hullabaloo about songs and cigarettes, Edney Ridge decided that WBIG should cash in on the excitement. He got permission from American Tobacco Co. to overprint the Lucky Strike Sweepstakes mail in the Greensboro market.

A Yankee Anniversary

SOME 500 buyers of advertising time in leading advertising agencies in 60 cities are receiving a bakelite box of walnut finish, with "The Yankee Network" inscribed in white letters on the cover. They are being delivered by Western Union messengers.

Inscribed on a card is this message: "The Yankee Network celebrates the 14th birthday of its key station, WNAC. In appreciation of your support during these successful years, The Yankee Network asks you to accept this souvenir. P. S. We'll send you a new supply of matches every month."

The boxes, which hold 50 packs of matches, made especially for The Yankee Network in a red, white, and blue color arrangement by the Diamond Match Co., Springfield, Mass., branch, will be filled every month for a year by its donors. As a sales line, the top of each match pack bears the line: "Strike All New England".

On WNAC's anniversary July 27 it put its new 5 kw. Western Electric transmitter on the air at 6:30 a. m., using full power daytime and 1 kw. nights.

ATTACHED to a pocket dictionary sent to listeners by Ed Lewis, publicity director of McFadden Publications Inc., New York, is a card which says: "Look up all the rave words you can find in this dictionary. You will need them after you listen to *True Story's Good Will Court* — radio's latest sensation—next Sunday night. Mutual Network, 10:30 to 11 p. m. (EDT) or Inter-City Network 10 to 11 p. m. (EDT)." The promotion piece was sent out before Macfadden decided to relinquish its sponsorship in late August. Chase & Sanborn will sponsor the Court in September (see story on another page).

* * *

A LOCAL grocer, sponsoring a man-on-the-street program on CKNX, Wingham, Ont., includes a radio auction in which sacks of sugar, flour, potatoes and other staples are sold during the program. Proceeds of the auction go to charity.

* * *

IN ALL New York and Brooklyn newspapers, WMCA is inserting one-inch ads on behalf of its baseball broadcasts sponsored by General Mills (Wheaties). The ads began July 25 and are designed to increase the listening audience for the broadcast.

* * *

TOURING service cards are offered listeners to the *Esso News Reporter* programs of Standard Oil Co. of New Jersey. By filling in the cards at Esso dealers, maps and tour information may be obtained from the sponsor.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★

STANDARD RINGS THE BELL
269 TIMES IN THE LAST 3 MONTHS!

LOOK—at THIS sales record! New stations subscribing to the STANDARD PROGRAM LIBRARY—43. Sales of the STANDARD SUPER-SOUND EFFECTS LIBRARY—73. "SONS OF THE PIONEERS"—89 sales. Sales of other Standard transcription features—64. All in the last three months! And every one of these went right to work ringing the bell for stations and sponsors!

ON ITS WAY Complete "dope" on the STANDARD PROGRAM LIBRARY and every Stanaard

TO YOU— transcription feature, gathered into a permanent file folder. Watch for it!

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

STANDARD RADIO
INC

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

XUM

Expanded Business In Piano Industry Credited to Radio

Steinway, Aeolian and Others Give Broadcasting Credit

RADIO is given main credit for a 300% increase in piano sales during the past year, according to letters recently received by NBC from executives in the piano industry.

At one time deemed a competitor of instrumental music industries, radio is now considered a basic factor in the recent upturn in that business, and statistics now offered by the music trades confirm claims by broadcasters that radio stimulates music appreciation and promotes general music culture. The NBC announcement is in line with the report of the National Piano Mfg. Association, whose members at their Chicago convention July 27 were told that the six months ending June 30 were the best in 15 years, being approximately 300% ahead of the same period in 1933 and 45% ahead of last year's good showing.

Says Mr. Steinway

THEODORE STEINWAY, president of Steinway & Sons, wrote NBC:

"We have found it (the influence of good music on the air) to be a tremendous stimulus to people toward music as an art and as an enjoyment. Of late years the broadcasting of music not only of the voice and of stringed instruments, but also of the piano, has reached such a degree of perfection, that it can only have an influence for good upon the listeners, and in the degree that the technical improvement continues, so much the more will the love of music be instilled into the hearing public."

William A. Alfring, president of the Aeolian-American Corp., commenting upon the increase of piano sales in general and of the better grade pianos in particular, says "this can be attributed directly to a very distinct increase in public interest in better music in the last few years, and principal among the contributing influences are the very fine programs for which NBC is responsible."

Mr. Alfring added that "some of this increase can be accounted for in the more liberal spending attitude on the part of the public, but I too think that most of the influence can be attributed to a greater interest in music."

Lucien Wulsin, president of the Baldwin Piano Co., likewise credits radio as being responsible for "developing the appreciation and enjoyment of fine music."

"Once a person becomes conscious of the spiritual and intellectual benefits which follow from music appreciation in general they wish their children to be able to obtain the same benefits to an even greater degree," Mr. Wulsin told NBC. "They realize the importance of musical training for their children, even though the children at the outset may not be completely enthusiastic about the plan. Instruction in piano builds the best and soundest foundation, even though later on the student may prefer to play some other instrument. During the past few years it is indeed remarkable how the piano has grown in public favor. Radio unquestionably played a most important part in this new development in the music industry."

More Americans are reading more books about music, too. W. W. Norton, president of the publishing house which bears his name, said.

"After a careful and dispassionate study of the nearly 300% increase in piano sales during the past 12 months over 1933," W. A. Mennie, secretary of the National Piano Manufacturers Association, declares, "radio must now be considered one of the major reasons for this increase. Millions of listeners, who might otherwise never have attained an appreciation of music, are manifesting an interest in music culture and endeavoring to become participants themselves. These converts to the musical arts are purchasing musical instruments of every description, and the piano being the basic musical instrument, has benefited most of all from this stimulation. Radio, with its limitless possibilities, has educated listeners to appreciate music and it has produced a natural desire to create it, thus opening a hitherto non-existent market."

Campana Corp. Sponsors Chicago Baseball Games Over Affiliated Network

CAMPANA Corp., Batavia, Ill., (Italian Balm, Dreskin) on July 21 started sponsorship of all the remaining home games of the Chicago major league baseball teams (Cubs and White Sox) this season on a 16-station hookup of Affiliated Broadcasting Co. of Chicago. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

Harold Parkes, formerly chief announcer of WBBM, Chicago, and more recently of Iowa Network, is giving the play-by-play accounts from Wrigley Field and Comiskey Park.

Campana explains that it is using sports events to promote cosmetics because the broadcasts are directed to listeners in the homes, and women are in the homes. It further contends that its products, because of their usefulness before and after shaving, have almost as great an appeal for men, as they have as beautifiers for women.

Recent surveys, notably by General foods, also a baseball sponsor, have shown that practically 70% of the crowds at the games are women.

Campana on Sept. 1 will resume sponsorship of its veteran *First Nighter* series over a national NBC-Red network, Fridays, 9-9:30 p. m. and Oct. 4 is to resume *Grand Hotel* Sunday afternoons 3:30-4 on 27 NBC-Red stations.

Folger Coffee Resumes

J. A. FOLGER & Co., San Francisco (coffee) has signed with the Raymond R. Morgan Co. for a resumption of *Drums*, Morgan-produced mystery adventure serial which was on the air for 21 weeks before going off for the summer. Columbia-Don Lee stations plus several spot stations will be used, starting Sept. 22.

MEDICINE SHOW
Drug Store Triples Its Radio Budget After Test

Cashing in on "Medicine Show"

HARKING back to days gone by, WMFG, 100-watter of Hibbing, Minn., is broadcasting an old-time *Medicine Show* in 15-minute periods twice weekly at 7:45 a. m., Tuesdays and Saturdays. The show is sponsored by Shapiro's Cut-Rate Drug Store, and is now entering its second month, with the advertiser so pleased with the results that he has tripled his radio budget. People from 30 and 40 miles away driving in to take advantage of specials offered — and "to see what kind of a place it is that broadcasts the *Medicine Show*."

The character of the "Colonel" who operates the *Medicine Show*, is taken by Kenneth Fagerlin, WMFG staff announcer. He also writes the part and assumes a Southern dialect to enact the role of the "Colonel". On each program, the "Colonel" visits one of the surrounding towns in the vicinity of Hibbing, with the proverbial sheriff following him to everyone of those spots. His time is fairly well divided between recordings and chatter. The ballyhoo idea is worked all the way through with plenty of high-powered adjectives and with an average of eight commodity items being plugged on each program.

This picture, showing Fagerlin made up, with the sponsor, was taken recently, and now the drug-store has an enlargement of it in its window. It also has arranged to have a number of the pictures developed and they are given away with each purchase of $1 or more. The proprietor of the store has been termed "Major" by Fagerlin, resulting in many people visiting the store and calling the owner "Major"; hence a pleased sponsor.

FTC Stipulations

STIPULATIONS to revise advertising claims for certain products have been signed with the Federal Trade Commission by: Mantho Kreoamo Inc., Clinton, Ill. (M-K Liquid Rub): Quaker Oats Co., Chicago (Quaker Oats): Edna Wallace Hopper Inc., Chicago (cosmetics). Hollywood Mask Inc., Chicago, has been ordered to cease making certain claims about the value of its cosmetics as skin food and beautifier. Complaints have been issued against: Nacor Medicine Co., Indianapolis (Nacor, Nacor Kaps); Sendol Co., Kansas City (proprietary): Hartz Mountain Products Inc., New York (bird food, canaries). General Mills has agreed to revise claims for Wheaties.

Affiliated Network Signs 3 Accounts

Campana, Hamilton Carhartt and Yale Tires on Insull Net

THREE new accounts were signed in latter July by Affiliated Broadcasting Co., Midwest network organized last spring by Samuel Insull, former utility magnate. New ABC accounts are Campana Corp., Batavia, Ill.; General Tire & Rubber Co., Akron, and Hamilton Carhartt Cotton Mills Inc., Detroit. Coincidently, it was announced by Mr. Insull that Ota Gygi, ABC vice president, had resigned that post, being replaced by T. E. Quisenberry, Chicago financier. Mr. Gygi will continue in the program department.

Campana's contract started July 21 and calls for sponsorship of all the remaining baseball games of the Chicago major league teams on 16 stations. Harold Parkes is announcer. Aubrey, Moore & Wallace Inc., Chicago, has the account. Stations are KFIZ, WBOW, WCLO, WCLS, WEOA, WHBF, WHBL, WHBY, WJBL, WKBB, WOMT, WRJN, WROK, WTAX, WTRC, WWAE. [See story on this page on Campana's plans.]

Hamilton Carhartt on Sept. 8 will broadcast two weekly quarter-hour programs in a test campaign employing the Indiana group of ABC. Stations are WBOW, WEOA, WLBC, WTRC, WWAE. A harmony trio will be talent. Aarons, Sill & Co. Inc., Detroit, has the account.

General Tire & Rubber Co., Akron, on July 26 started a safety campaign on Wisconsin ABC stations for its Yale tires, using seven Sunday programs, 1-1:30 p. m. (CST) on seven ABC stations and WIBA, Madison. Talent will include *Yale Trio* and Noble and Donnelly, with public officials giving safety talks. In each of the eight cities a driving contest will be held the day before the final broadcast of the series, with contestants driving through twisting lanes marked on city streets by bowling pins. ABC stations in the group are WCLO (key station for the series), KFIZ, WHBL, WHBY, WKBH, WOMT, WRJN. The account was placed direct.

The first account signed by the Insull group was the Remington Rand news drama series.

Expanding the Blue

FURTHER expansion of the NBC-Blue network was projected during the last fortnight, with the addition of WABY, Albany 100-watter on 1370 kc., owned by the Gannett newspaper interests, which began to take optional Blue service July 20 after the completion of negotiations between Frank Tripp, Gannett general manager; Harold Smith, manager of WOKO and WABY, and Frank Mason, NBC station relations vice president. On July 1 the Blue added WEBR, 100-watter recently acquired by the *Buffalo Evening News* and it was indicated that various other stations, notably in the Southern states, would be added one by one. [See July 15 BROADCASTING for full details]. Another move for Blue expansion was also seen in the application filed with the FCC July 20 by the *Tulsa World*, asking for a new 1,000 watt station on 940 kc.

5 YEARS of Progress

★ **January, 1931** — Member of Columbia Broadcasting System.

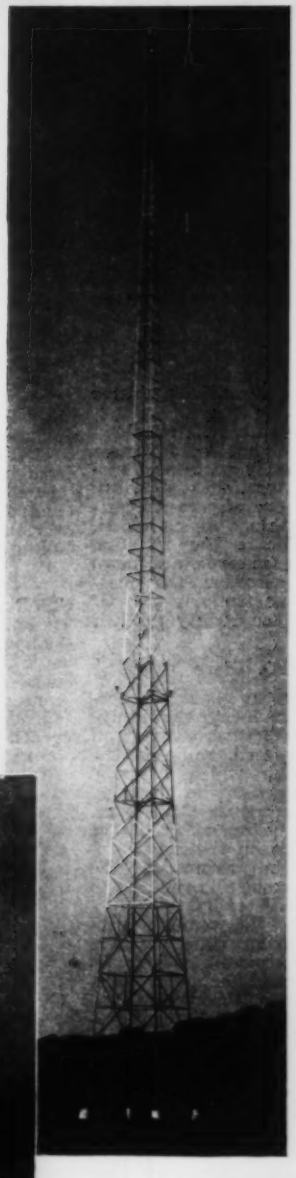
★ **April, 1935** — Full time, 18 hours daily.

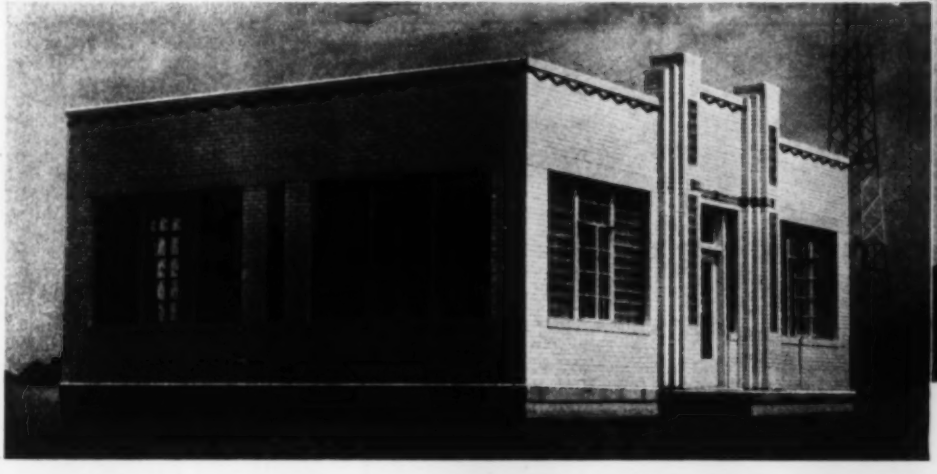
★ **May, 1935** — New, enlarged studio in Alliance Life Building.

★ And NOW . . .

Complete new high fidelity equipment . . . 270 foot vertical radiator . . . Western Electric transmitter . . . new building and location.

Doubling the coverage . . . Doubling the value to alert advertisers. New rates effective September 1st. Contracts placed before then will be accepted at present rates. For full information, write or wire.





PEORIA BROADCASTING COMPANY

Edgar L. Bill, President & Manager

Chas. C. Caley, Commercial Manager

Free, Johns & Field, Inc., National Representatives

THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

Capturing the Beauty Market by Radio

Intimacy of Broadcasts Provides an Ideal Medium For the Successful Sale of Cosmetics to Women

By EUGENE S. THOMAS
Assistant Sales Manager, WOR

Mr. Thomas

IF THE public will buy it, radio can sell it. Particularly is this the case when the product is bought by women. They have whims and they have fancies, of course, and what's more they have a sizable amount of sales resistance. They want to buy, but prefer to believe they are making their own decisions. Using all this psychology as a basis for his argument, Mr. Thomas, who learned about the feminine market from WOR, offers the makers of beauty products some ideas about selling to women — ideas gleaned from successful experience.

AT THE beginning of the 40-year run of Rip Van Winkle, back in 1865, Boucicault walked into Joseph Jefferson's dressing room in London and said: "I think you're shooting over their heads, Joe." "I'm not even shooting at their heads," Jefferson answered quietly, "I'm shooting at their hearts."

Radio today, taking its cue from Jefferson and other gladiators of the theatrical arena, shoots at the heart first, the head last. And, perhaps, it shall always be so, for the Great Mass is a basically emotional thing responding loudly to the wail of the calliope and the heroine's plaintive cry.

It is this broad streak of showmanship which has made radio such a remarkably successful medium for the advertising of beauty products. It's due also to its intimacy. Other things being equal, the more intimate the medium, the less sales resistance, and more consideration accorded the message. This is particularly true of women; ergo, the beauty product market.

Radio's Place

LITTLE argument should be necessary when convincing the beauty product manufacturer that, all mediums considered, radio is the channel through which he may bring his product to the attention of the most responsive audience. It should also be remembered that time spent between the actual introduction of the product and the first tangible results is reduced to a minimum with radio.

Here at WOR, women's programs hold an important position, and it is quite possible that the same can be said for other independent stations throughout the country. Though not all these programs are sponsored by manufacturers of beauty products, their tremendous popularity and the great number of responses received, is a definite indication that women—i. e., the beauty product market—are very much interested in radio and that, considering the many mediums directed at the feminine market, radio, due to the little physical activity expended to enjoy it and its definite emotional appeal, is by far the most successful contestant for Milady's attention.

Space limitations do not permit a breakdown of the radio market as it affects beauty product advertisers. And, after all, such a breakdown in this case would be but a picture of the WOR market; one that could not be used as a yardstick without a clear understanding of the sponsor's product, problem and advertising outlook, as it affects radio.

Radio marketing is, in itself, an important part of any radio campaign no matter what the product. Gone are the days when advertisers picked radio at random fascinated by this new and little understood medium. It was from such haphazard application that there sprouted many present day fallacies concerning the radio industry as a whole and radio individually as an advertising medium.

Radio, at the moment, is as precise in its application and understanding of the markets it reaches and its value to a particular advertiser as any other medium of mass communication.

The Right Program

THE BEAUTY product advertiser seriously considering the use of radio will, undoubtedly, first think of a suitable program. Years ago this was a problem of no little consequence. Much money was spent in the testing of various appeals, some of which yielded little or no results.

The modern beauty product manufacturer faces an utterly different situation. A brief study of successful beauty product campaigns; the careful consideration of his own product and the message he wishes to pass on, as well as the professional collaboration of his advertising agency or the program department of the station he selects, protect him from the pitfalls encountered by radio pioneers.

He will find, perhaps, during his study of the program market, a radio show called the *Armand Half Hour*. It was among the first sponsored beauty preparation programs aimed at a definite audience.

It was one of those fragile children of the early radio era, but the thought and appeal were almost identical with those being used at the present time.

The *Armand Half Hour* began with a brief commercial announcement introducing the product, followed by the tinkling of boudoir clocks familiar to the ladies of the French Court of centuries ago.

The show was built about the character of Mlle. Armand who portrayed the delicate fragrance of the Armand powder products and cosmetic line. There was no story or dramatic continuity. The show consisted of a series of musical selections including such classical favorites as "Marche Mignon", "Au Claire de Lune" and others.

Programs designed to appeal to the beauty product market of today are not very different from the Armand show. But it seems that during the past few years there has been an increasing number of programs built around a series of lectures on beauty and care of skin, hair, etc. during which the speaker describes how the product advertised can be used.

Successful Campaigns

A TYPICAL example of a successful radio show designed to sell beauty products and bucking a market problem almost identical with that faced by many manufacturers, was *How to Be Charming*, a 15-minute talk by Beatrice de Sylvara broadcast over WOR from 9:30 to 9:45 each Monday, Wednesday and Friday.

How to Be Charming was designed not only to sell a face cream, but to gain distribution in the toughest market on earth, Greater New York and Greater Philadelphia.

Miss de Sylvara, the *How to Be Charming* beauty advisor, began her series of interesting chats on beauty treatment in the fall of 1935. Though no effort was made to gather a definite response from the WOR audience, it was found that the program was unusually popular.

Then on Jan. 29, 1936, Miss de Sylvara offered each listener a jar containing a 14-day supply of the cream she endorsed in return for a postcard request.

Then, there was *MacIntyre's Revue*, a decidedly different show from *How to Be Charming*. *MacIntyre's Revue* went on the air during October, 1934. At that time it was called *MacIntyre's Amateurs*, one of the first sponsored shows offering amateur talent a spot in the limelight. Later *MacIntyre's Revue* consisted of modern musical selections and a "spotted" arrangement of commercial comment similar to the Armand show of years ago.

Mail returns on *MacIntyre's Revue* were extraordinary. In the brief space of 39 weeks, 250,000 listeners wrote in to participate in a contest announced by the sponsors.

Contests were consistent pullers on *MacIntyre's Revue*, but they varied. One, used during the months of 1935, was an offer of $25 for the best letter of 50 words telling why the listener liked a particular product.

The marked success of *How to Be Charming* and *MacIntyre's Revue* proves rather definitely that it is difficult to say just what kind of show will be *most* successful. Trial and error still has a place in any advertising whether it's newspaper, magazine, or radio, but as mentioned before, many of the more obvious pitfalls can be eliminated by careful professional advice, collaboration and the selection of a station known to cover the audience which offers a poten-

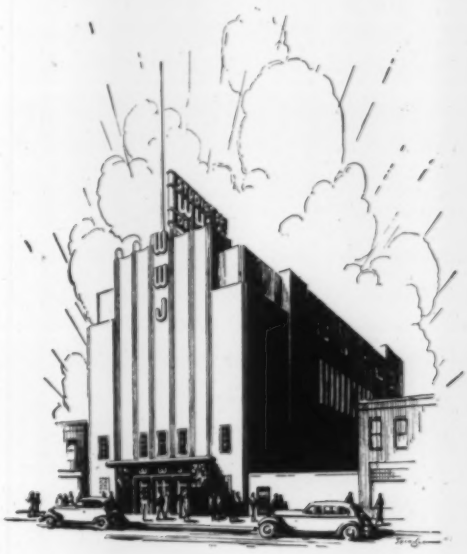
(*Continued on page 49*)

Low Ceilings Feature New Studios of WBT

IN ITS modernistic studio layout, formally dedicated July 16 by William A. Schudt Jr., president of the Charlotte station, conventional high ceilings are absent, unusually low ceilings being used in their stead. They are said to aid in obtaining high fidelity. Alternate dead and live end sections are employed, together with floating wall sound isolation.

The new layout is in harmony with that employed at CBS headquarters in New York, actually duplicating the facilities on a smaller scale. Construction was accomplished while operating from old studios on the same floor without missing any time on the air.

At the formal opening CBS dedicated the *Tomorrow's Headliners* to WBT and special programs were staged in the studios. At the same time WBT celebrated its 15th anniversary. The first WBT carbon microphone was used for a moment. New RCA velocity microphones are now used. Construction was in charge of G. Stanley McAllister and George Lehman, of the CBS building department and James Beloungy, WBT, chief engineer, who designed new technical equipment. Contractors included: Southeastern Construction Co., Charlotte, general contractors; Allen Engineering Co., New York, air conditioning; Acoustic Celotex Co., Atlanta, sound isolation and treatment.



Celebrating Its Sixteenth Anniversary

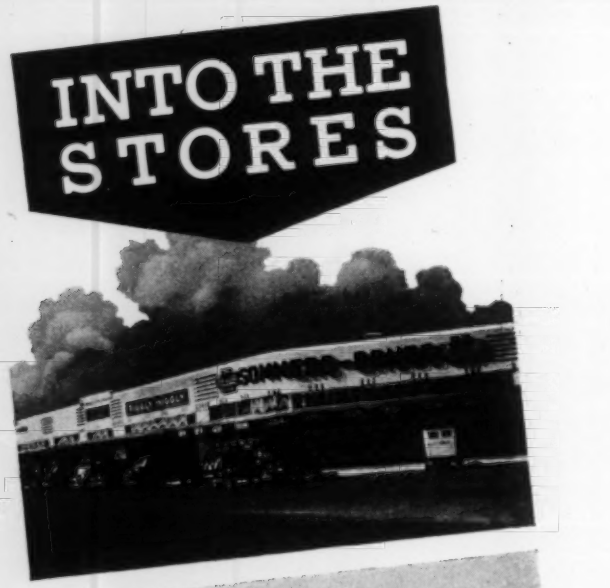
August 20, 1936

WWJ

☆

America's Oldest Radio Broadcasting Station

The new studio building now nearing completion will be dedicated in September. It will house the finest broadcasting facilities in America.



WOAI brings customers who BUY!!!

MAY REPORTS SHOW: 25 WOAI advertised drug items either doubled or tripled their average sales during a 1-week merchandising tie-up! Over a 2-month period an already well known drug product showed a 28% gain after using WOAI! A new gasoline product, after WOAI campaign, occupies 25% of company's total volume despite total volume increase of 10%! A real estate firm was forced to add new employees after a few WOAI announcements on Newscasts!

WOAI is first choice of national, regional and local advertisers! Invariably, dealers prefer WOAI campaigns.

WOAI's merchandising staff keeps tabs on dealers' sales .... and they're going UP!

WOAI
50,000 WATTS • CLEARED CHANNEL
1190 KILOCYCLES
San Antonio

Represented nationally by Edward Petry & Co.
Affiliate • National Broadcasting Company
Member • Texas Quality Network

POLITICS PAYS
WHB Series, With Straw Vote, Sponsored by Chain

WHB, Kansas City, is presenting *Let's Talk Politics*, a thrice weekly program sponsored by the chain of seven Marshall U. S. Auto Stores. Included in the series is a presidential straw ballot, with results of a particular town announced on each program.

Each program includes a resume of political developments of the past 48 hours, an interview with a prominent political personality and announcements of the straw vote. Ballot boxes are placed in the sponsor's stores.

KFRO, Longview, Texas, conducted a straw vote on Democratic primaries in Gregg Co. The straw ballots contained names of the candidates for national, state and local offices.

INSURANCE GROUPS SEEKING STATIONS

WITH five stations in the Carolinas owned or controlled by life insurance interests, considerable significance was attached to the two applications for new stations in Columbia, S. C. and Florence, S. C. filed with the FCC last month. Under the name of Carolina Advertising Corp., officers and principal stockholders in the Carolina Life Insurance Co., a South Carolina corporation underwriting in that state, Georgia and Florida, asked for new full-time 100 watt outlets to operate on 1370 kc. in Columbia and 1200 kc. in Florence.

Principal stockholders of the proposed enterprise, which it was stated would be operated as separate entities, are A. B. Langley, president of the Carolina Life Insurance Co., 35%; Ames Haltiwanger, vice president of the insurance company, 35%, and E. M. Roof, 25%.

WCSC, Charleston, and WIS, Columbia, are owned practically outright by the Liberty Life Insurance Co., while in North Carolina WPTF, Raleigh, is owned by officers of the Durham Life Insurance Co.; WBIG, Greensboro, is owned by the Standard Life Insurance Co., and WSOC, Charlotte, is 33% owned by E. E. Jones, president of the Pyramid Life Insurance Co. In other parts of the country major insurance company owners of radio stations are: WTIC, Hartford, Travelers Insurance Co.; WOW, Omaha, Woodmen of the World; WSM, Nashville, National Life & Accident Insurance Co.

Another Carolina applicant for a new station during the last fortnight was Broadus McSwain, doing business as "The Voice of the Times," Raleigh, N. C., asking for 100 watts daytime on 1210 kc.

Year of Oxydol Discs

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on July 20 started a five weekly series of quarter-hour transcriptions on about 50 stations thru the country. The discs, cut by WBS, use the same program that is now on an NBC-Red network, *Oxydol's Own Ma Perkins*, recorded in the WBS Chicago studios but not taken off the wire. P & G through Blackett-Sample-Hummert Inc., Chicago, has placed a year contract with WBS for the disc series.

Norton Cotterill Named Vice President of WBS; ERPI Men Join Board

Mr. Cotterill

NORTON COTTERILL, for the last seven years a member of the sales staff of World Broadcasting System, has been made vice president in charge of sales according to an announcement July 21 by Percy L. Deutsch, WBS president. Simultaneously, the WBS board elected officers and directors, including two representatives of Electrical Research Products Inc. They are E. E. Shumaker, and Daniel Collins. Last month WBS acquired from ERPI, ownership of the studios and transcription plant at 711 Fifth Ave., for approximately $450,000, and as part of this arrangement, ERPI acquired representation on the WBS board.

At the July 14 board meeting, Mr. Deutsch was reelected president and treasurer; A. J. Kendrick, in charge of Chicago studios, vice president; Mr. Cotterill vice president for sales; Walter R. Seifert, assistant treasurer, and L. M. Schafer, assistant secretary.

Directors elected were Messrs. Deutsch, Kendrick, Cotterill, Shumaker, Collins, and Charles Gaines, production manager and Stephen R. Rintoul, station relations manager.

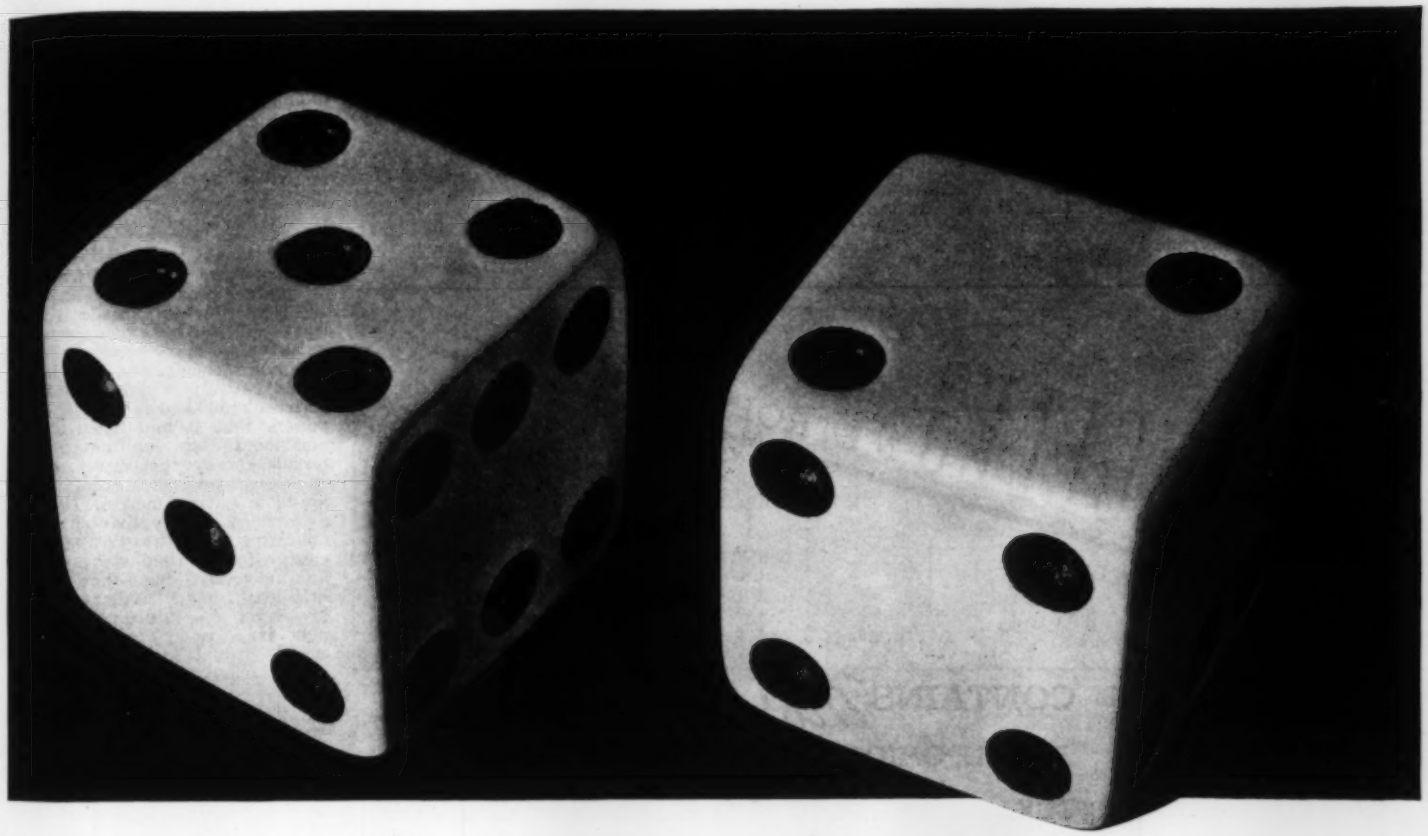
No announcement was made concerning personnel of Radio Markets Inc., WBS subsidiary to begin functioning in October as sales representatives for smaller stations utilizing WBS transcription service. Last month, Mr. Deutsch announced the appointment of Harold A. Lafount, former member of the Federal Radio Commission, as Washington representative to specialize in political and governmental business.

Frank L. McCabe, formerly in the advertising field in New York, has joined the WBS sales department, working under Mr. Cotterill. Another staff addition is Slocum Chapin, formerly with NBC and then with Broadcast Builders of Burlington, Vt., as assistant to Sam Henry Jr., sales promotion manager.

WBNO IS Rebuilding

REBUILDING its transmitter and studios in the St. Charles Hotel at a cost of $12,000, WBNO, New Orleans 100-watter, will stage its inauguration in August under the direction of J. E. Richards, general manager, who asserts that the new WBNO plant will be one of the South's finest. Mr. Richards has gathered an augmented staff around him, including Clark Alexander, formerly with WALA, Mobile, commercial manager; Miss Alberta Barber, formerly with WTOC, Savannah, program director; E. R. Musso, formerly with WJBO, Baton Rouge, studio director and publicity; Paul Hodges, formerly with WIL, St. Louis, WREC, Memphis, and WNRA, Muscle Shoals, chief announcer; George Pierce, formerly with WDSU, New Orleans, chief engineer; Richard Scott and Jane Lane, formerly with WSMB, New Orleans, announcers.

SEVEN- every time out!



Remember the "big seven" in northern Ohio when you buy time . . . the seven up-and-doing counties blanketed by the signal of one station . . . WGAR!

And, when we say blanketed, we don't mean simply heard. We mean that WGAR lays down a clear, powerful signal throughout Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake counties (½ millivolt or more to you technicians).

In this area are nearly a half million radio homes . . . over a million and a half listeners. And think this one over: Better than a third of Ohio's retail sales are rung up in WGAR's primary zone.

Consider all of these points, plus the facts that more advertisers pick us . . . more money is spent with us . . . than any other Cleveland station. Then take a good look at the figures on our modestly-computed rate card.

Giving you a super-audience in seven rich counties every time you put a program out over our transmitter . . . sending your advertising message effectively and economically into the nation's third most densely populated district . . . WGAR is the *real natural* for you in northern Ohio!

P. S.-*You'll be rolling swell in 26 other counties too . . . our secondary zone . . . and that's bonus coverage!*

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

New Network in Florida Has Four Basic Stations

WITH four basic stations and five tentative affiliates, Florida Broadcasting System Inc. was formed at a meeting in Gainesville, Fla., July 27, to operate a statewide network with main offices at WMBR, Jacksonville. The basic stations, in addition to WMBR, are WDAE, Tampa; WQAM, Miami, and WDBO, Orlando. The tentative affiliates are WCOA Pensacola; WTAL, Tallahassee; WMFG, Daytona Beach; WJNO, West Palm Beach, and WLAK, Lakeland.

Offering origination of programs at any of the four basic cities, the new Florida Network is quoting a rate of $250 for the first quarter-hour of its basic group and $100 for each additional quarter-hour. Col. George C. Johnston, WDBO, was elected president; Fred Mizer, WQAM, vice-president; Glen Marshall, WMBR, secretary, and Frank King, WMBR, treasurer.

Clear Channel Counsel

THE CLEAR channel group of stations, created more than a year ago to preserve the status of exclusive channels for high-power stations, has retained the consulting engineering firm of McNary & Chambers to represent it at the reallocation hearings Oct. 5 before the FCC Broadcast Division. Mr. Chambers was formerly engineer for the group of 14 clear channel stations, while Mr. Chambers installed WLW's 500,000 watt plant as its chief engineer two years ago.

Brooklyn Rehearing

ANOTHER postponement in the three-year-old so-called "Brooklyn cases", involving WLTH, WEVD, WBBC and WVFW, as well as several competitive applications for the facilities of these stations, was ordered by the FCC July 21, with the new date for rehearing set on Oct. 26. The case had been set for Sept. 9.

SEARCH SPONSORED
KFJI Party Locates Lost Lad In Desolate Area

WHEN nine-year-old Roy Armpriest disappeared in the desolate Sprague River District of Oregon, KFJI, Klamath Falls, broadcast frequent bulletins of the search. Manager George Kincaide placed his Boeing plane at the disposal of the searching party.

Along with Carroll Hansen, INS reporter of KFJI, officials and pilot, he flew over the lonesome area, finally locating the lad about six miles from the point he had disappeared. Balsiger Motor Co., local Ford distributor, sponsored seven daily INS broadcasts of the search and special flashes.

WILLIAM S. PALEY, CBS president, on July 21 was awarded $61,506.50 by the Bureau of Internal Revenue, which ruled that he had been overassessed that amount in his 1933 income tax.

Experimental Rule Deferred by FCC

POSTPONEMENT of the effective date of the new rules promulgated by the FCC Broadcast Division, covering all broadcast and experimental broadcast services except those in the conventional broadcast band, possibly until Sept. 15, was ordered by the Division on July 22. The rules were to become effective originally on July 1, and then were postponed until Aug. 1.

Decision to modify the rules pertaining to experimental television by permitting continued operations temporarily in the 2000 - 2100 kc. range, it was said, makes desirable the further postponement (see television article on another page). Moreover there have been suggestions for modifications of certain of the rules, which cover among others such services as facsimile, international broadcasting, relay broadcasting, ultra-high frequency or "apex" broadcasting, and general experimental broadcast services — all in the experimental or "non-commercial" category.

Simultaneously, the FCC branded as entirely without foundation articles published in several newspapers that it had lifted the experimental ban on international broadcasts by shortwaves so that sponsored programs would be allowed to Latin America. The rules as revised specify that no station operating on shortwaves may charge for its time, either directly or indirectly, but that regular broadcast band programs also broadcast on international channels may carry the commercial credits provided no charge is made for them.

Transradio Expands

WITH addition of new feature services covering sports, political and women's activities, Transradio Press is expanding its New York and Washington offices. In the Capital the Transradio headquarters are being moved to 740-2 National Press Bldg. Robert Moore remains in charge and two additions to the staff are planned in August. New York headquarters at 342 Madison Ave. are being enlarged. Paul Glynn, formerly of the Associated Press Washington Bureau, is joining the New York office to edit the new feature services. M. D. Wren is being transferred from New York to Washington.

WDSU Rebuilding

WDSU, New Orleans, observed its 13th anniversary July 23 by announcing arrangements for installation of a new Western Electric 1,000-watt transmitter. Headed by Joseph H. Uhalt, its founder, the station began operations as a five-watter, and operated on the low-frequency channel of 360 kc. in 1923. Studios were the front room and the chicken yard at Uhalt's home—the latter having been used by the Elks Band on the station's opening night. Although now an independent, WDSU was on CBS from 1929 until last year, and is expected to become an outlet of the NBC-Blue network within a few months.

LOS ANGELES METROPOLITAN AREA
COMPLETELY COVERED BY KHJ
DON'T OVERLOOK LOS ANGELES
CONTAINS More PEOPLE THAN
AKRON, OHIO... ALBANY, N. Y.... DALLAS,
TEX... CHARLESTON, S. C.... DES MOINES,
IOWA... GALVESTON, TEX... WICHITA,
KANSAS... KANSAS CITY, MO.... DULUTH,
MINN.... INDIANAPOLIS, IND.... EL PASO,
TEX.... MIAMI, FLA.... SAVANNAH, GA....
OMAHA, NEBR.... WILMINGTON, DEL....
ALL PUT together
ON YOUR NEXT SPOT CAMPAIGN
USE KHJ FOR BETTER RESULTS
DON LEE BROADCASTING SYSTEM
San Francisco Office, 1000 Van Ness Avenue

MAIN STREET *Memphis* TELLS ITS RADIO STORY

• • • Up One Side and Down the Other

Vital, compelling facts that every buyer of National Advertising should know . . . 69-3/5% of ALL Main Street Local Advertisers choose WREC; but even farther-reaching in the comparison of WREC and 2nd station is the fact that of those expressing an "exclusive" choice . . . 77-1/5% choose WREC! An average 7-day week . . . no test, survey or special period. Broadcasting power, advertising rates and general conditions, substantially the same on both stations. ★

"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

77 1/5% OF ALL EXCLUSIVE MAIN STREET LOCAL ADVERTISERS CHOOSE WREC

★ This comparison covers an average week, prior to recent opening of WREC's new wide-range transmitting plant and its recent increase in Broadcasting Power to 5,000 watts.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

A PLUS VALUE FOR ADVERTISERS . . . AT NO INCREASE IN RATES

Quick the radio.. it's 12:00 NOON!

That is the signal for thousands of radio families in Iowa and surrounding states to tune to our noon hour shows on WMT and KRNT. Friendly and informal, with the cream of talent from our studios in Waterloo, Cedar Rapids and Des Moines, these two shows have won the hearts of listeners and advertisers alike. Interested advertisers should put in their word now for Fall reservations. These shows have a record of almost 100% sponsorship. Write or wire now for participation rates and success stories.

These favorite radio acts are featured over WMT'S

NOONDAY SHOW

Les Hartman's German Band
Cedar Valley Hillbillies
The Cornhuskers
The Question Men
Plus — News, Market and Weather Reports and Farm Features

"Tall Corn Gang" featured entertainers on KRNT'S

HAWKEYE DINNERTIME

The Happy Chappies
Kaili Hawaiians
Arkansas Hired Hands
Southland Singers
Plus — Ranny Daly, Hiram Higsby and Tommy Tomson

CBS Basic, Des Moines — NBC Basic Blue, Cedar Rapids-Waterloo — NBC Basic Blue, Des Moines

IOWA NETWORK

Radio Stations of The Des Moines Register and Tribune

Wayne University Starts Course in Broadcasting

WAYNE UNIVERSITY, operated by the Board of Education, in Detroit, has instituted a course in radio instruction, and has appointed Garnet R. Garrison, formerly announcer of WXYZ, Detroit and program director of WJIM, Lansing as instructor. He will teach speech, direct the production and presentation of University programs and those of the board of education, and conduct a class in radio technique.

Among other universities having classes in radio instruction are Chicago, Northwestern, Creighton, and Michigan. In each case these schools use BROADCASTING Magazine as text material. Mr. Garrison, in writing BROADCASTING about his new appointment, concluded that through BROADCASTING he would be enabled to keep "the class practical, up to the minute, and well informed about radio today. The various articles, as they appear, would suggest fields for further study and discussion and these articles supplemented by lectures by representative radio men in Detroit could comprise the course. Needless to say, I have the highest regard for the editorial policy and articles appearing in BROADCASTING."

W2XR Expands Schedule And Plans New Studios

GOING to a schedule of six hours daily on July 27, W2XR, New York station operating in the experimental high-fidelity broadcasting band of 1500 kc. with 1,000 watts and owned by John V. L. Hogan, the radio engineer, is abandoning its offices on Park Row and is constructing new studios in the Heckscher Bldg., 730 Fifth Ave., which are expected to be ready by the end of August. In addition, it opened a studio last month in the Hotel Roosevelt for handling its *Speakers Forum* program, Mondays through Fridays, 9-9:15 p. m.

The Heckscher Bldg. studios will be specially designed for high-fidelity and special lines will carry the programs to the transmitter at Long Island City. Featuring classical music and developing as a class station, W2XR formerly operated only three hours nightly. Elliott M. Sanger is vice president of the station under Mr. Hogan. Its commercial accounts are Wanamakers department store, Hardman, Peck & Co. (pianos) and Curtis Furniture Co. The station also has a tieup with Western Union whereby it furnishes time signals with credit to the telegraph company, while Western Union places cards in its branch office windows and distributes stickers showing W2XR's dial setting.

Chesterfield Renews

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) has signed a 52-week renewal contract, effective Sept. 30, for the Andre Kostelanetz orchestra, heard on 93 CBS stations Mondays, 9-9:30 p. m. and Fridays, 10-10:30 p. m. This is the first summer Chesterfields have been on the air. Newell-Emmett Inc., New York, has the account.

FCC Is Restrained In Portland Grant

Maine Action Held Up; Action On KGBZ Ordered Dissolved

COURT action has prevented the FCC from making effective its decision authorizing a new station in Portland, Me., by virtue of a stay order issued July 14 by the U. S. Court of Appeals for the District of Columbia in the now celebrated "640" case. Simultaneously the court issued a stay order preventing the FCC from deleting KGBZ, York, Neb., but this appeal was withdrawn on July 24 by the York station after an arrangement had been made to sell its half-time facilities to KMA, Shenandoah, Ia., operating on the other half-time for a figure understood to be about $50,000.

Acting upon the petition of the KGBZ Broadcasting Co., owned by Dr. George R. Miller, the court granted the stay order. Elmer W. Pratt, former FCC Examiner, as counsel for KGBZ, held the FCC had failed to give the station full and fair hearing prior to the deletion order. Afterward, negotiations were begun by Earl May, owner of KMA, with Dr. Miller and the *Omaha World - Herald*, which had an arrangement to purchase KGBZ, for the sale of the station to KMA. This was accomplished July 24 in a three-way deal, whereupon the appeal was withdrawn. The FCC had ordered the station's deletion for alleged program infractions.

Autumn Hearing

IN THE Portland case, Mr. Pratt petitioned for a stay order on behalf of the Palmer Broadcasting Syndicate Inc. of Portland. The syndicate, he brought out, was an applicant for a new local station to operate with 100 watts daytime on 1210 kc. The FCC, in deciding the so-called "640" case involving a dozen applications two months ago, granted the application of the Portland Broadcasting System for a new daytime station on 640 kc. with 500 watts. In this petition, Mr. Pratt contended that Palmer Broadcasting Syndicate, in spite of the fact that it filed its application only three months after the Portland Broadcasting System, was not given a hearing at all. The Portland Broadcasting System is a subsidiary of the *Portland Press-Herald*.

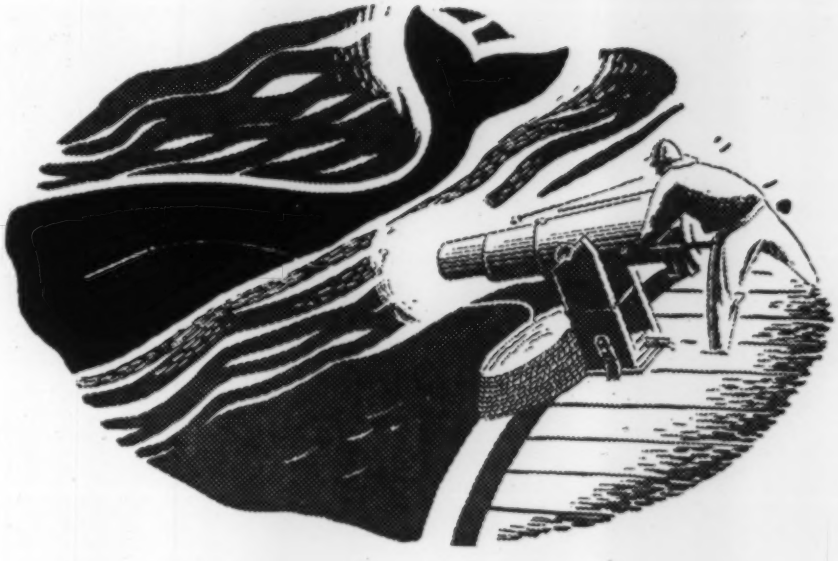
The stay order will remain in effect until the court hears arguments on the merits of the appeal next fall. In the interim the Portland construction permit will be inactive.

Also pending before the court are two appeals filed by Paul R. Heitmeyer against decisions of the FCC refusing to grant him construction permits for local stations in Salt Lake City and Cheyenne, Wyoming.

New Magazine on WOR

A NEW publication designed for feminine readers, *New York Woman*, on Sept. 7 will start participation in the *Martha Deane* women's program of WOR, Newark, using 45-minute segments three afternoons weekly. The account is placed by Batten, Barton, Durstine & Osborn Inc., New York.

DIRECT HIT



Harpooning the New England market for advertisers—and it's a whale of a market—is the regular job of WBZ and WBZA. Concentrated where most of the money is spent, they have a potential circulation of 1,156,000 radio families, or 4/5ths of the buying power of New England.

WBZ
50,000 WATTS
NBC Blue Network
BOSTON, MASS.

WBZA
1,000 WATTS
NBC Blue Network
SPRINGFIELD, MASS.

Completely programmed by NBC

Beacon

SOUND ENGINEERING

The awe-inspiring Colossus of Rhodes, one of the ancient world's seven wonders. Astride the picturesque Harbor of Rhodes, in the blue Mediterranean, it was not only an engineering masterpiece, but an unfailing guide to sea-tossed mariners seeking haven . . . as today, research guides RCA's scientists and engineers along the hazardous lanes leading to great accomplishment . . . sound engineering.

RADIO CORPORATION OF AME

EVERYTHING IN RADIO FOR SERVICE IN COMMUNICA

XUM

# of Radio Research

IN EVERY PROGRESSIVE INDUSTRY, first must come careful, patient research. So it is in radio. For instance, from RCA laboratories shone the beacons of research that led to the first power-operated dynamic-type loudspeaker for the home . . . the first practical superheterodyne receiver for home use . . . the first AC tubes and radio operated from the light socket. More recently this organization has given the world such wonders as the "Magic Brain," the "Magic Eye," the Magic Voice.

Indeed, much has been accomplished as the years have swiftly marched by. And these forward steps in radio foretell a great future for the industry and for RCA. Some day, these RCA laboratories will engineer *sight!*

America's millions, aware of RCA's long tenure of worthy service, have unbounded *confidence* in any product bearing the RCA trademark. This confidence increases sales. It explains why dealers make more money when they identify themselves with RCA—the *only* organization engaged in every phase of radio!

RCA Manufacturing Co., Inc. · RCA Communications, Inc.
National Broadcasting Co., Inc. · RCA Institutes, Inc.
Radiomarine Corporation of America

These are some of RCA's Radio Firsts:

- First AC Tubes and radio operated from light socket.
- First power-operated dynamic-type loudspeaker for the home.
- First practical superheterodyne radio for home use.
- First commercial marine vacuum tube transmitting apparatus.
- First to commercially introduce electrical phonograph reproduction by use of magnetic "pick-up."
- First to develop and market combination phonograph-radio.
- First to achieve round-the-world radio communication.
- First to introduce radio combination, including home recording device.
- First to introduce "Magic Brain," "Magic Eye," Magic Voice radio sets.
- First to manufacture RCA Metal Tubes.

—plus the initial development of scores of important, far-reaching radio advances made available to the entire radio industry.

Listen to "The Magic Key of RCA" on NBC Blue Network every Sunday, 2:00 to 3:00 P. M., E. D. S. T.

ERICA · *Radio City* · NEW YORK

UNICATIONS . . . BROADCASTING . . . RECEPTION

BROADCASTING and Broadcast Advertising

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Mr. Aylesworth's Status

CAREFUL inquiry by BROADCASTING discloses that the persistent stories about M. H. Aylesworth's imminent return to the helm of NBC are sheer fabrication. The RCA powers-that-be, who assigned Mr. Aylesworth to RKO to straighten out its affairs, have not so decreed —though it is significant that Mr. Aylesworth in recent months has been called in frequently to "trouble shoot" some of NBC's accounts. He keeps an office at NBC, which is just across the Rockefeller Center plaza from RKO, and he bears the official title of vice chairman of the NBC board under David Sarnoff as chairman, but he draws merely a nominal salary from NBC. He sits in NBC's board councils and frequently advises, but it is nonsense to assume that he rules the organization whose presidency he occupied for its first nine years.

Mr. Aylesworth today is absorbed in his film duties, almost to the exclusion of everything else. Half of RCA's interest in RKO was sold to banking interests last fall with an option to purchase the other half, an option which is expected to be exercised before the end of this year. Whether Mr. Aylesworth will elect to remain in the motion picture industry thereafter, he alone will decide—for he has made a success in that field just as he made a success in pioneering the radio network field.

That Mr. Aylesworth, despite his absence from the radio scene, still keeps his "feel" for radio and particularly for its merchandising aspects, is well illustrated in the interview he gave to the *Motion Picture Herald*, reprinted in this issue. His remarks on how the movies can benefit from radio, his views on the future of radio and television and their relationship to the movies—these are words of a born leader and intuitive thinker. This is the same Aylesworth speaking who showed such broad outlook during the founding and upbuilding days of NBC, who sensed and helped guide the inevitable peace that came with the press after years of warfare, who, as no one else could, handled radio's cases before Congressional committees in masterful fashion.

It will be a pity if Merlin Hall Aylesworth's great gifts are lost to radio.

The Status Quo

COMPREHENSIVE plans have been outlined by the FCC Broadcast Division for hearings this fall looking toward a reallocation of broadcasting station assignments, if one is desirable, as a means of improving the technical broadcast structure.

There can be no valid objection to the Division's procedure—that of appraising the present assignments from top to bottom in the 550 to 1600 kc. range. Every interested party will have his say at these preliminary hearings. Each will be permitted to advance views on what should be done to improve existing station assignments, change existing classifications and otherwise bring technical broadcasting closer to perfection—an end out of reach under present conditions.

Even though it may not suit the wishes of many stations now on the air, or of the host of aspirants for new broadcasting facilities, we think the FCC would be wise if it at once called a halt to all major shifts, and possibly to all new station grants, pending the outcome of the reallocation hearings and the promulgation of new policies governing allocations. We believe that the status quo in assignments, so far as possible, should be maintained, lest the task later become more involved.

If the FCC proceeds with its activity of recent months and continues to make so many changes in all parts of the country, it will obviously render more difficult the job of realigning the broadcast band following the allocation hearings. It will be time enough, following the declaration of new policies, to fit in new stations or improved station assignments where they will work without violating fundamental technical rules.

Political pressure to grant new assignments is as great now as it ever was — probably greater. Because of the many precedents established by the old Radio Commission as well as by the FCC in granting applications which flew in the face of established regulations, it has been difficult for the Broadcast Division to reject requests for similar grants simply because the mileage separation was inadequate or because of quota limitations. Now even the quota defense has disappeared by reason of the repeal of the Davis Amendment.

The FCC today has the strongest argument it could ever desire to turn back doubtful demands for facilities which have even the strongest political support. It is considering a reallocation. Any grants it makes now might be of a routine or temporary nature, subject to change following the reallocation hearings. It should not make its job more difficult by cluttering the ether with newcomers. All these pending applications can be taken into account *after* a new allocation policy is decided upon, and *after* present occupants of the broadcast band, by virtue of priority and proved public service, are accommodated with the rules and regulations.

Maintain Rates!

"MAINTAIN published rates." Even though nearly a month has elapsed since the NAB convention in Chicago, those three words must still be ringing in the ears of every broadcaster who heard them.

It was during the panel discussion at the convention that Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, uttered them. Delegates were in the midst of a hot and heavy discussion of sales problems, arranged by H. K. Carpenter, WHK, Cleveland. Several agency men had discussed frankly their views about the shortcomings of station sales efforts.

Then Mr. Gamble, asked to make an observation, said his only message was to implore stations, on behalf of agencies, to stick to the rates they publish. To those outside the industry such a thing is so elementary as to appear ludicrous.

Yet Mr. Gamble knew whereof he spoke. In all too many cases stations regard their rate cards as simply the asking price. There is hardly an agency in the country that will yet take for granted the published rate of most stations. They will still query the station for its "best rate" for a particular program. And in many cases they get a better rate than the one published.

Broadcasting is growing up. The panel discussion displayed an unprecedented interest in and knowledge of commercial, sales and organization matters by station executives. A sales managers' division of the Association was formed for mutual interchange of views and results—a definite move toward buttressing sales methods.

But before any good can come of these efforts the industry must learn the fundamental lesson that rates must be maintained if stations are to command the respect of their clients and of the agencies. It is silly, in our opinion, to talk seriously about a single rate structure, commissions, cash discounts and the like until broadcasters—and every one of them—sell themselves on the fact that their facilities are worth so much and that they shouldn't get a penny less for them. We have all heard the plaint that the "outer fringe" gives the industry the "black eye." But, if what some of the agency men and even the advertisers tell us is true, rate-cutting still goes far within the fringe.

Off to Good Start

ALL CREDIT to the Democratic and Republican radio directors for their avowed intentions, already being carried out in the time purchases they have made thus far, of avoiding the disruption of regular program schedules so far as possible for their serial and single-time political broadcasts. The rights of radio are being recognized by Messrs. Blackett and Dolph, for they are practical radio men; but, more important, the preferences of the radio audience at large, which resents the shifting aside of favorite entertainment programs for mere talks, are being considered in the interests of good will towards the candidates. From the way the radio divisions of the major parties are starting, it looks as though there will be nothing of the sort of recriminations against radio on the score of "freedom of speech" or otherwise such as ex-G. O. P. Chairman Fletcher raised so unfairly last winter.

We Pay Our Respects To —

H. PRESTON PETERS

IF SOME ambitious youngster, fresh out of school, should happen to ask H. Preston Peters how to break into the business of selling radio time, his response probably would be "begin with peddling strictly fresh eggs and English muffins in your own neighborhood."

In "Pete's" case that would be an apt response because that's the way he started. And he's a life-sized example of what can be accomplished in making such a start, because in four short years he has risen from a pavement-pounding salesman for Free & Sleininger Inc., station representatives, to vice president and Eastern manager of the company and of its sister organization, Free, Johns & Field Inc.

More than that, "Pete" has just acquired a substantial stock interest in both organizations and, along with James L. Free, president and cofounder, he is the only active stockholder in the management of the business. While no official announcement has been made, there is reason to believe that the firm name of Free & Sleininger will be changed to Free & Peters Inc. before autumn.

True to the tradition that radio is a "young man's game" is H. Preston Peters. When next Feb. 20 rolls around he'll be 32. In case you figure we overlooked it, the "H" means exactly that and nothing more. It's just an initial his parents foisted on him because they happened to like a name that parted in the middle. That seems to be a habit with people in radio too—or at least their parents — for H. Leslie Atlass, CBS vice president in Chicago, admits that the "H" is meaningless, while L. B. Wilson, of WCKY, Cincinnati, was named simply "L. B."

The career of H. Preston Peters goes back to 1905 in the Chicago suburban city of Glencoe, which then boasted two commuters' trains daily. In Glencoe he entered the grammar school and the New Trier High School, and had an easy time getting in and out. That was because his father built both of them.

It was early in his high school days that "Pete" got his first selling experience and entered business on his own. It was that egg and muffin route he established. Pete loves to tell gleefully how the housewives paid twice as much for these items as they would have paid at the general store, all because the delivery was via the Peters' family limousine in the days when even Fords were scarce in Glencoe.

Service for Uncle Sam began early with young Peters too. In later high school years, he spent his summers carrying mail around the town and wearing the blue or the grey of the Postal service. After high school graduation he entered a business school to learn shorthand and typing, and, unlike most station reps, he is more than a one-finger artist in pounding out the orders when the secretary's away.

Amherst beckoned and Pete soon found himself in the thick of campus activities. He was a member of Chi Psi Fraternity and the exclusive Cotillon Club, and he did a little varsity swimming as well as managing several inter-fraternity athletic teams. In 1930 he received his A.B. from Amherst, after operating a clothing store during the preceding two years on the campus, selling shirts and shorts to the lads. "Pretty profitable business," he now remarks.

Immediately after Amherst came a spell with the *Chicago Tribune* in the classified advertising department. That lasted for two years when he became associated with F & S. It was exactly four years ago this month that he lined up in the Chicago office of the representative organization.

He did everything from handle the dictation to sweep out the office and contact the agencies at the outset. In December, 1933, he was assigned to New York to open Eastern headquarters, at which time he was elected a vice president. Then came the formation of Free, Johns & Field, which operates under his direction in the East—and then the opening of offices in Detroit, San Francisco and Los Angeles by the sister organizations.

Last Dec. 17, Mr. Peters married Marjorie Hodgson of Finca El Pacayal, Pochuta, Guatemala. They reside in New York.

If "Pete" has a hobby it is fishing in Canada's North Woods. He has made several jaunts to the Hudson Bay area in yielding to the piscatorial urge. He also dabbles in photography, particularly colored movies. "But my best hobby," he says, "is a good fight with any client, provided I win."

PERSONAL NOTES

HENRY K. NORTON, assistant to David Sarnoff, RCA president for more than a year and before that NBC treasurer for a year, has resigned, effective Aug. 1.

HARRY C. BUTCHER, CBS Washington vice president, and Mrs. Butcher, left Washington July 20 for a protracted trip to the West Coast. Mr. Butcher planned to visit stations along the coast, and also to attend the dedication of KFBB, Great Falls, Mont., and KGVO, Missoula, Mont., which under present plans will join the CBS network Aug. 9. He also plans a fishing trip in Yellowstone with Ed Craney, KGIR, Butte. His itinerary provides for his return to Washington early in September.

VICTOR RATNER, sales promotion manager of CBS, spent the latter part of July in Hollywood and San Francisco looking over the new network setup on the Coast.

HORTON HEATH, formerly associate editor of the *New Yorker* and a former partner in the United Advertising Agency, has joined RCA headquarters in New York as assistant manager of the department of information under Frank Mullen.

W. G. QUISENBERRY, vice president of Transradio Press in New York, was married in Greenwich, Conn. July 21 to Isabel Steel, who recently completed a picture in Hollywood titled *I Was a Captive in Nazi Germany*, based on her four months in a Berlin prison suspected of espionage—an episode which attracted widespread news interest last year.

LENOX R. LOHR, NBC president, has purchased the 21-acre estate *Hawthorne* of Mrs. David Luke fronting the Hudson River at Tarrytown, N. Y.

ELLIOTT ROOSEVELT, vice president of Hearst Radio Inc., in charge of its KTSA, San Antonio, and KNOW, Austin, and Mrs. Roosevelt, the former Ruth Goggins of Fort Worth, are parents of a son born July 15 in Fort Worth, where Mr. Roosevelt headquarters.

IRVIN GROSS, merchandising manager of WFAA, Dallas, is the father of a baby girl born July 1 at Baylor Hospital, Dallas.

C. L. McCARTHY, formerly with NBC in San Francisco and New York, later with KFI and KJBS, San Francisco, is now back with Ralph Brunton & Sons as "radio advisor" of the Northern California Broadcasting System, which comprises the Brunton stations KJBS, San Francisco, and KQW, San Jose, and which also links up KROW, Oakland, and KGIM, Stockton.

PAUL KESTON, CBS vice president, returned from Europe in mid-July after a trip of several months for his health. While in Europe he also inspected various television developments.

LEO RICKETTS, formerly of the announcing staff of KFBK, Sacramento, has joined the sales staff of KMJ, Fresno. William Nixon Jr., for the past year with KMJ, has joined the sales staff of KERN, Bakersfield, Cal.

DAVID SARNOFF, president of RCA, sailed July 23 on the *Ile de France* for a combined business and vacation trip to Europe.

RICHARD C. PATTERSON Jr., former NBC executive vice president, has taken offices in Suite 3630, RCA Bldg., Radio City, and is devoting himself to his private business interests. He is a member of the boards of several New York banks and industrial concerns.

FRANK MASON, NBC station relations vice president, left New York by plane July 21 for Bohemian Grove, Cal. to attend the annual frolic of San Francisco's famed Bohemian Club as the guest of Earle Anthony, operator of KFI and KECA, Los Angeles.

GEORGE MATEYO, recent graduate of Harvard business school, has joined the sales promotion department of WOR, Newark, specializing in market research.

BEHIND THE MICROPHONE

WILLIAM LUNDELL has resigned from NBC as director of special events, a position he had held for four years. No successor has been chosen. The department is temporarily being run by Jack Hartley who had been serving as Mr. Lundell's assistant.

HOWARD CLANEY and Alois Havrilla, NBC announcers, sailed July 16 and July 22 respectively for European vacations. Mr. Claney will visit the Olympics and pursue his hobby of landscape painting. Mr. Havrilla will visit his birthplace in Pressov, Czechoslovakia.

DOROTHY TUTTLE, secretary to Edythe Fern Melrose, manager of WJAY, Cleveland, and oldest member of the station staff, has been named publicity director, succeeding Bill Cavanagh, who resigned last month.

W. A. GLEASON, formerly of WBIG, Greensboro, N. C., has joined WCHV, Charlottesville, Va., and will broadcast University of Virginia sports events as well as serving as publicity director. Ted Reams, of Richmond, has been named WCHV program director.

BLAKE RITTER and Joe Garrett, who have been announcing in Philadelphia and New York, have joined WFIL, Philadelphia.

CARL GEORGE, production director of WGAR, Cleveland, was graduated in June from the Western Reserve law school, Cleveland.

HAROLD PARKES has joined Affiliated Broadcasting Co. as sports announcer, leaving a similar position with the Iowa Broadcasting System to come to Chicago. Parkes at one time was chief announcer of WBBM, Chicago.

LLOYD E. YODER, NBC Western division press relations chief, surprised his friends at a party July 13 at which he announced that on June 24 he had been married to Betty Marino, concert and radio violinist.

PATTY JEAN, who has worked on various stations and networks, has been signed by WNEW, Newark, to broadcast a daily health club program at 8:45 a. m. WNEW claims she is the only regular woman sports announcer in radio. She started in radio as a singer on WNOX, Knoxville.

HOWARD NELSON, formerly of KGFK, Moorhead, Minn., has joined WDAY, Fargo, N. D. Robert Murphy, WDAY announcer, was away from the microphone due to tonsilitis, with Dave Henley, recently returned to the commercial department, taking his place.

WAYNE JOHNSON, program director of WJAY, has left to join the radio staff of the Great Lakes Exposition. He was with WJAY for 18 months, and has been succeeded temporarily by Maxwell Hage.

LEO ERDODY has been appointed musical director of World Broadcasting System.

Best Daytime Station in the Land

For—

A complete coverage of South Dakota plus a wide audience in Minnesota, Iowa and Nebraska

With—

5000 Watts (L.S.)

Full Time

Regional

570 Kc.

C.B.S.

Representatives
Wilson-Dalton-Robertson

WNAX

YANKTON, S. DAK.

ROBERT WALKER DUMM, director of the KSFO auxiliary studios in Oakland, Cal., was married to Eleanor Breed, daughter of State Senator Herbert L. Breed, in Piedmont, Cal., July 16. Ceremony was performed by the Rev. William T. Dumm, grandfather of the groom. Dumm is the son of Wesley I. Dumm, president of the Associated Broadcasters Inc., which operates KSFO.

HERB ALLEN on the announcing staff of KYA in San Francisco for the past year, has gone to KFRC, that city, in a similar capacity. He succeeds Ralph Edwards who resigned to go to New York.

CHET CATHERS, formerly program director of KOMO and KJR, Seattle, has joined KROW in Oakland, Cal., as producer-announcer, succeeding Royal Wiseman, resigned.

RODERICK CUPP, formerly continuity director of KTUL, Tulsa, has been promoted to program director. Cupp replaces Fenton Jeffers, who was appointed national advertising manager. Charles Bush, formerly of KBIX, Muskogee, Okla., is now in the KTUL continuity department.

HAROLD SMITH, formerly sports announcer with KFXR in Oklahoma City, has joined the KTUL announcing staff.

GEORGE ROSS, formerly of KWG, Stockton, Cal., has been transferred to KOH, Reno, where he is chief announcer.

FRANK WILBUR, recently active in college dramatics, has joined the announcing staff of KWG, Stockton, Cal.

J. C. MORGAN, production manager of KSFO, San Francisco, and Lucy Cuddy, in charge of that station's dramatic department, head the radio faculty of the David Belasco School of Dramatic and Radio Arts in that city.

MILTON ADAIR, who resigned from the announcing staff of KSFO, San Francisco, some months ago to study aviation at Randolph Field, Texas, has returned to the station. He was forced to leave the aviation school when he sustained injury to his back.

TASMAN WARD, recently added to the announcing staff of KFRC in San Francisco, has resigned to go to New York.

PAUL NATHAN, radio editor of the *Oakland* (Cal.) *Post-Enquirer*, has resigned to try playwriting in New York. His successor is Don Logan, formerly staff vocalist of KROW, Oakland.

FOSTER RUCKER, producer and technician of KNX, Los Angeles, was married July 20 to Pauline Stafford, member of the girls trio heard on the *Crockett Family* program.

DON HASTINGS, former CBS announcer and until recently in charge of special events for KFWB, Hollywood, has joined Hub Robinson Inc., publicity-advertising organization of Hollywood, as radio production manager.

CLAUDE LA BELLE, Robert Hall, and Herb Caen, radio editors respectively of the *San Francisco News*, *Call-Bulletin* and *Chronicle*, have organized a horseshoe tournament and challenged NBC executives in that city. Entered from the network are Harry Anderson, NBC western division sales manager; Lou Frost, assistant to Don E. Gilman, NBC's western division vice-president, and Lloyd E. Yoder, western division press relations manager. The tournament starts Aug. 2.

LUVERNE E. SHATTO, formerly chief engineer of KAST, Astoria, Ore., has joined KERN, Bakersfield, Cal., as announcer and operator.

VICTOR CRAZE, recent University of Texas graduate, has joined the news staff of WOAI, San Antonio.

PIONEER PREACHER — Rev. R. R. Brown, religious director of WOW, Omaha, has been on the air since April 8, 1923 and recently delivered his 700th radio chapel sermon. He is pastor-evangelist of Omaha Gospel Tabernacle.

JOHN C. FITZGERALD, formerly of WMFF, Plattsburg, N. Y., and WGY, Schenectady, has joined the announcing staff of WFBL, Syracuse. He replaces Leo Bolley, who is giving full time to his twice-daily sports broadcasts for Tidewater Oil Co.

RALPH WONDERS, manager of the CBS Artists Bureau, returned to New York the first week in July after negotiating several film and radio contracts in Hollywood.

OWEN CRUMP, announcer and master of ceremonies on KFWB, Hollywood, has announced his engagement to Isabel Jewell, screen star.

JOSEPH MICCICHE, Los Angeles City Hall contact for a number of radio stations, and City Hall radio announcer of KRKD, has announced his candidacy as assemblyman for that district.

HAROLD BOCK, NBC press representative in Hollywood, and Miss Sybil Chism were married July 5. They will live in North Hollywood.

JAMES L. BUTCH, University of Florida student who served for five years as announcer and then chief announcer of WRUF, Gainesville, University station, has joined the announcing staff of WLW, Cincinnati.

FRANCIS C. HEALEY, member of the NBC press department in Radio City, was married July 3 to Miss Elizabeth Palmer, of Indianapolis.

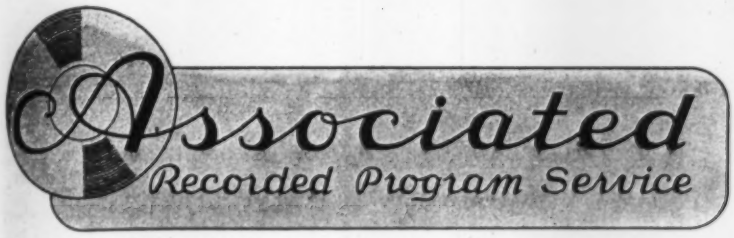
DAN SEYMOUR, Yankee Network announcer, has resigned to join CBS in New York. Recently he has been announcing the Gillette *Community Sing* test on Yankee prior to its advent on CBS.

WJJD

has **POWER** 20,000 WATTS
has **PROGRAMS** THAT BUILD AUDIENCES
Gets **RESULTS**

LET US TELL YOU WHY YOU CAN NOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION IN CHICAGO!
201 N. WELLS ST., CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE., N.Y.C.

WE THANK the Broadcasters for the generous and courteous manner in which they received us and our Associated Recorded Program Service at the Chicago Convention. As a result we made many new friends and are happy to welcome numerous new subscribers to our service. * * * * *



To meet the particular needs of certain Broadcasting Stations, Associated now offers, an entirely new

ASSOCIATED "XX-HOURS" LIBRARY

Ready for delivery

Sept. 1, 1936

—Produced rigidly under the exacting Associated requirements respecting quality of performance and mechanical perfection.

—Comprising twenty hours of continuous playing time:
10 hours popular and dance
10 hours light standard

—Containing approximately 600 titles.

—One additional hour (about 30 titles) supplied each month.

—One hour of continuity service daily.

Recorded under license with Electrical Research Products, Incorporated. Vertical Cut—Wide Range—High Fidelity. All records pressed on Vinylite, the quieter, more durable material.

If you have need for a select transcription service of unquestioned quality

ASSOCIATED "XX-HOURS" LIBRARY!

is just the thing for you

Write for particulars and prices

ASSOCIATED MUSIC PUBLISHERS, INC.

25 West 45th Street • New York City

LOCAL BOYS MAKE GOOD

YES, SIR . . . local boys make good GUIDES . . . to the best fishing . . . and likewise to the best result-getting medium!

IN SALT LAKE CITY

KDYL

— consistently carries a larger number of local advertisers and a larger volume of local advertising. The boys on the ground usually know the way the wind blows. National advertisers could ask for no better guide.

•

Representatives

JOHN BLAIR & COMPANY

CHICAGO • NEW YORK • DETROIT • SAN FRANCISCO

An N.B.C. Station

"Amateur Hour"

RADIO continues to provide the stage with subject matter for plays, as it has the screen for several years. At Niantic, Conn., one of the numerous summer theatres flourishing in the East on July 20 opened Edmund Fuller's *Amateur Hour*, a comedy satire on the amateur craze, set in the studios of the mythical "WHNT" in New York with "Col. Richard Cartwright" as the main character and the story built around his tribulations in scouting talent. If the play takes well, it may later go to Broadway.

Gillin Is Elected Head Of Nebraska Association

JOHN J. GILLIN Jr., manager of WOW, Omaha, was elected president of the Nebraska Broadcasters Association at a meeting in Lincoln July 17. In his 31st year, Mr. Gillin is a director of the NAB and served as chairman of the resolutions committee at the trade association's convention in Chicago last month. The name of the Nebraska association was changed from the Missouri Valley Broadcasters Association. The organization decided to ask permission to broadcast the Cornhusker football games, which have been banned for several years. Further plans include advertising of Nebraska as a market and closer association of Nebraska radio stations.

John M. Henry, general manager of KOIL, KFAB and KFOR, was elected vice president, and Art Thomas, WJAG, Norfolk, was re-elected secretary-treasurer. Directors, in addition to the officers are Clark Staniford, KGFW, Kearney, and W. I. LeBarron, KGNF, North Platte. Mr. Gillin succeeds Dietrich Dirks, formerly head of KOIL and KFAB, as president.

Chevrolet to Add CBS

CHEVROLET MOTOR Co., Detroit (motor cars) starts a fall network series on 88 CBS stations, Oct. 18, Sundays, 6:30-7 p. m. The program will feature artists currently heard in the Chevrolet WBS transcriptions, Rubinoff, Jan Peerce and Virginia Rea. Graham McNamee will not be heard in the CBS broadcast it is understood. Effective July 20, Chevrolet renewed the WBS recorded series for another 13 weeks on 380 stations. Campbell-Ewald Co., Inc., Detroit, placed both accounts.

Chevrolet Augments

CHEVROLET dealers in Philadelphia are augmenting the WBS transcription campaign in that market with a drive on used car and new truck sales, using a 26-week series *Twentieth Century Highlights* on WFIL, Philadelphia. Each program is dedicated to a Philadelphia Chevrolet dealer, who is interviewed by Harold Simonds. Commercial themes are woven into the interviews. The program is based on an editorialized resume of the day's news followed by a glimpse at headlines of the same day in past years.

Educational Script Is Offered Stations

Federal Group Submits First Of Cooperative Projects

CARRYING out the radio-education recommendation made by the FCC in 1935 when a Committee of 35 was named by Dr. John W. Studebaker, U. S. Commissioner of Education, to promote cooperation between educators and broadcasters, Dr. Studebaker and NAB managing Director James W. Baldwin have announced preparation by the Federal Radio Project of a series of scripts which are being sent to stations and schools.

The scripts, now six in number, are titled *Interviews With the Past*. Mr. Baldwin has advised stations to provide suitable time for broadcasting of the programs by local schools. Authors of the scripts are Dr. Donald G. Calhoun, feature writer and formerly history professor at University of Southern California, and Dorothy Donnell, author and editor. They were edited by Leo S. Rosencrans, script director of the U. S. Office of Education's radio project and coauthor with Irene Rich of *Behind the Screen*.

Program Aids

THE PROGRAMS are imaginary interviews by a group of reporters for a local school paper with six historical celebrities. After they had been produced, broadcast on WMAL, Washington, by a radio guild from McKinley High School, a radio manual covering production was prepared, as well as a bibliography covering lives of the celebrities and a glossary of radio terms. Theme music is included.

Dr. Studebaker has sent copies of scripts to school officials and Civilian Conservation Corps district advisers and Mr. Baldwin has sent copies to station managers. A nominal charge is made for scripts.

Radio Educators Meet

THE NATIONAL Association of Educational Broadcasters, comprising in its membership a score of the educational stations of the country, will hold its 1936 convention Aug. 17 and 18 at the University of Wisconsin at Madison, according to announcement July 27 by Harold A. Engel, executive secretary. At the same time the American Association of Agricultural College Editors will hold its convention in Madison, and a cooperative session is planned. National radio aspects, a session on educational station progress and a "recording clinic" are on the agenda. Program details have not been completed Mr. Engel said, and "surprises may be expected".

Dirks Seeks Station

DIETRICH DIRKS, formerly general manager of the Central States Broadcasting Co., operating KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb., is disclosed in an application filed with the FCC as 50% stockholder in the newly formed Sioux City Broadcasting Co., applying for a new 100 watt night and 250 watt day station on 1420 kc. in Sioux City, Ia. The *Sioux City Tribune* is named as the other 50% stockholder.

Bar Group Advises Research on Radio

Dangers of European System Pointed Out in Report

RADIO'S phenomenal march into the heart of international affairs, presenting complex political, economic and legal problems, makes desirable an intensive program of research and study which should be undertaken by the legal profession, it is concluded by the Standing Committee on Communications of the American Bar Association in its report to the Association. The Association holds its annual meeting in Boston during the week beginning Aug. 24.

Headed by John W. Guider, Washington radio attorney as chairman, the committee recommended that two separate units within the Association be established, one to undertake research work, perhaps with the aid of graduate law students, and the other to handle correlation of activities now in progress, including international law, comparative law, and such communications law as there is. Other members of the Committee are Douglas Arant, of Birmingham, Edwin M. Borchard, law professor of Yale, Bruce W. Sanborn, St. Paul, and Paul D. P. Spearman, Washington attorney and former FCC general counsel.

Intricate Issues

POINTING out that complex questions, differing from anything ever before known, are presented by the technical progress of radio during the last few years, the Committee said they must be solved because they affect not only the interests of the country but the service and convenience of practically every citizen. By virtue of radio, it said, American continental insularity is rapidly passing. During the last two years thousands of receivers capable of receiving the short-wave broadcasts of foreign nations have been placed in use and broadcasts for the United States from foreign countries are received regularly.

In Europe, the Committee said, the problem is acute because of crowding of available frequencies; efforts of some nations to propagandize neighboring nations by radio; use of radio for its effect on international trade relations; varying laws of copyright and other factors. Deliberate and ruinous interference to transmissions from Vatican City and Ethiopia and from several European capitals have occurred so the programs could not be intelligibly received.

Emphasizing that this country is the only important one where broadcasting is private, the committee brings out that communication agencies, and particularly radio, in other nations, are concededly instruments of propaganda susceptible of use by the government. "In America," it adds, "the freedom of the air has come to be recognized, even by the press, as a principle which is just as important as the freedom of the press. Both involve the freedom of speech, essential to our form of government. It may generally be stated, as has been hereinbefore pointed out, that effective regulation by any nation of its communications will depend in the future upon the cooperative efforts of all nations to accomplish the desired results."

NewBroadcastingControl Being Drafted in Canada

CANADA'S new setup for the regulation of broadcasting, authorized by the last Parliament, is expected to be announced by Sept. 1. C. D. Howe, cabinet minister, is now busily engaged consolidating the Department of Marine, including radio, railways, canals and civil aviation, into a new Department of Transport under which the new general manager for radio will operate. The general manager will replace the Canadian Broadcasting Commission of three members, and will operate the CRC's owned stations as well as its network.

In the meantime, speculation is rife as to the board of nine governors to administer the radio act and as to the new general manager. The *Toronto Telegram* last month reported that it had heard that Maj. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp., has resigned to accept the Canadian post, but this remains unverified.

WFLA License Transfer

WFLA, Clearwater, Fla., which operates half time on the 620 kc. channel, sharing a common 1,000 watt night and 5,000 day transmitter with WSUN, St. Petersburg, would pass from ownership of the Clearwater Chamber of Commerce to the Florida West Coast Broadcasting Co. Inc., under an application filed with the FCC Broadcast Division July 16. No money would be involved in the transfer of the WFLA license, but as a part of the arrangement Florida West Coast would purchase half interest in the WFLA-WSUN equipment from the chamber, with the City of St. Petersburg retaining its half interest for use by WSUN. W. Walter Tison, manager of WFLA, and H. H. Baskin, Clearwater attorney and former mayor of the city, are the principals in the Florida West Coast company.

WHEN every announcer on the staff caught a cold, Paul Schulz, chief engineer of KYA, San Francisco, went to the rescue by disinfecting microphones.

Proposed Federal Court Includes FCC Activities

SETTING UP of a Federal Administrative Court to handle judicial functions now exercised by certain Federal administrative agencies, including in a limited way the FCC, is proposed in the report of the special committee of Administrative Law of the American Bar Association, made public July 26. The report will be considered at the Association's annual meeting Aug. 24 in Boston.

Insofar as the FCC is concerned, the proposed Administrative Court would have jurisdiction in cases of revocation of licenses—a procedure in which the FCC does not now indulge but which is permissible under the law. It would not have jurisdiction over original license grants by the FCC. The committee making the recommendations comprises O. R. McGuire, general counsel for the Comptroller General, chairman; Monte Appel, Richard Bentley, Louis G. Caldwell, and Julius C. Smith. Mr. Caldwell drafted the report.

LIKE A SOW *with* ONE PIG

You'll think that your account is the only one we have!

• On WIBW, your problems are *our* problems. Your sales, merchandising and distribution problems are analyzed by trained specialists on our staff. Our music, continuity and production departments "spot" your message or program where it has the largest, most receptive audience.

• Your message MUST produce! You want results and so do we. We have a long record of low-cost, successful results that we can't afford to spoil. That's why we treat *your* account like it is the only one we have and make sure it goes into a *productive* spot.

• Add to this the fact that we know Kansas . . . its people . . . its needs . . . that we talk to these buyers in their own language and you'll understand why you *must* use WIBW to reach this rich Kansas market successfully.

• Let us prove it! We'll begin with a daily message, six times a week for a whole month at a cost of only $150. We'll show results that will *earn* us a permanent place on your sales force.

WIBW—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.

Represented by Capper Publications in

New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

American System and Radio Freedom Favored at Institute of Public Affairs

STAUNCH SUPPORT for a "free radio", untrammeled by government interference and permitted to go its way as free as the press was voiced by leaders in the industry and outstanding individuals in public life during the sessions of the Institute of Public Affairs at the University of Virginia last month. Two radio sessions—the first on July 14 on the subject "Radio and Public Opinion", and the second three days later on "Liberty of Expression in the Press, Radio and Motion Pictures"—were on the agenda of the Institute. It marked the first time that radio received such prominence at the annual Public Affairs conclave.

There developed during the debates an unanimity of view that a free competitive system of broadcasting should be maintained in this country. While there was sharp criticism on the part of certain speakers of methods employed on the air, notably by Roger Baldwin, of the American Civil Liberties Union, and Raymond Gram Swing, former editor of *The Nation*, there was no dispute on the question of superiority of a private American system of broadcasting as opposed to the government dominated systems in most other nations.

At the July 14 session Lambdin Kay, general manager of WSB, Atlanta, Philip G. Loucks, Washington attorney and former managing director of the NAB, and Mr. Swing debated the public opinion subject as applied to radio. After Mr. Swing, who is radio commentator on American affairs for the British Broadcasting Corp. and also comments over CBS, had berated American radio methods in handling of public affairs, he engaged in a rapid-fire discussion with Messrs. Kay and Loucks who took an opposite view. Mr. Swing opposed sale of radio time for political purposes as "fundamentally repugnant to democracy." He said radio's crying need in this country was that of better editing of its programs.

In the Public Interest

MR. KAY asserted it was his view that the American system of broadcasting merited "everlasting credit for patriotically, militantly and intelligently plugging along in the public interest, convenience and necessity, despite the tempting material rewards for abuse of this power beckoning at every hand."

Mr. Loucks defended the American system of broadcasting as superior to that of any other country. "Our competitive systems of broadcasting, modeled after our singularly American ideas of free expression of thoughts," Mr. Loucks said, "has not only stimulated interest in discussions of all controversial public questions, with its resultant effect upon public opinion but, indeed, such discussions have made and kept American broadcasting the living, thriving, pulsating enterprise that it is."

Mr. Loucks also essayed to describe a broadcaster, in this way:

"The true broadcaster, trained in our typically democratic system of broadcasting, has developed a sense of fairness and freedom from bias which guarantees to the public the maximum in factual information. For the true broadcaster is neither Democratic nor Republican, neither Catholic nor Protestant; neither Jew nor Gentile; neither liberal nor reactionary; neither capitalist nor laborite. The true broadcaster has learned through 15 years of hard experience that the public interest demands a full and fair discussion of all sides of all important public questions and he has learned that it is good business to meet these demands. He has learned that there can be no honest difference between what is most in the public interest and best business."

Longer Licenses

THE PANEL discussion, led by Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce, University of Pennsylvania, precipitated considerable debate, which rested primarily with freedom of the press and newspaper practices generally. Participating in this panel were Louis G. Caldwell, Washington attorney and former general counsel of the Radio Commission, Carl F. Arnold, Assistant General Counsel, FCC, Mr. Baldwin, Elisha Hanson, Washington attorney and general counsel of the American Newspaper Publishers Assn., and Gordon W. Allport, of Harvard. On the fundamental question of "liberty of expression", all agreed that there should be freedom from government interference.

Mr. Baldwin, however, took the view that stations should not be in the position of "selecting" speakers or editing their remarks. In this regard, he argued in defense of the legislation introduced at the last session of Congress by Rep. Scott (R-Cal.) proposing a new political section in the law which would prevent stations from editing political speeches in advance of their rendition.

Mr. Baldwin and Mr. Caldwell engaged in protracted debate on this subject, the latter pointing out that if the government interfered with the power of stations to resort to "editorial selection" in the material broadcast that this inevitably would mean government censorship. At the close of the panel discussion, Mr. Baldwin appeared to concede that he was not favorable to any sort of interference by the government and that he felt that the evil which he thought existed might be one that could be cured by the public in expressing its likes and dislikes for particular types of programs.

Mr. Caldwell argued that three year licenses, in his opinion, would tend to eliminate any doubt in the law as to censorship by the government. Long term licenses, he said, would result in an automatic change in procedure by the licensing authority in that the burden of proof in cases of continuance of station licenses would be on the government rather than on the licensee. The present practice of penalizing stations on program matters, through use of the FCC's power to refuse renewal of licenses, he held, should be eliminated and the burden placed where it belongs, namely on the government.

Burden of Proof

MR. CALDWELL contended that in practically every other case of government licensing activity the government assumes the burden of proof. Action should be taken by revocation proceedings rather than on licensed renewals, he said. Moreover, he explained, the three year license now permitted by law would tend to encourage broadcasting stations in their editorial

Standard 440 Pitch

THE standard musical "A" tone of 440 cycles will be broadcast by the U. S. Bureau of Standards, starting Aug. 29, on 5,000, 10,000 and 15,000 kc. simultaneously. The broadcasts will be continuous for two weeks except Tuesdays, Wednesdays and Fridays, noon to 3:30 p. m. If demand for the service is sufficient, the signals may be broadcast on regular schedule. A low-power transmitter is being used by the Bureau for the first broadcasts.

RECOGNIZED

by the "Spot Advertiser" as an excellent location for National Accounts, KGVO increases its audience value through its affiliation with the Columbia Network, which will take place about August 9th.

LOCATED

in the center of prosperous Western Montana, where crop failures are unknown, Missoula is the distributing center for a vast area of diversified interests, all contributing to the prosperity of the district.

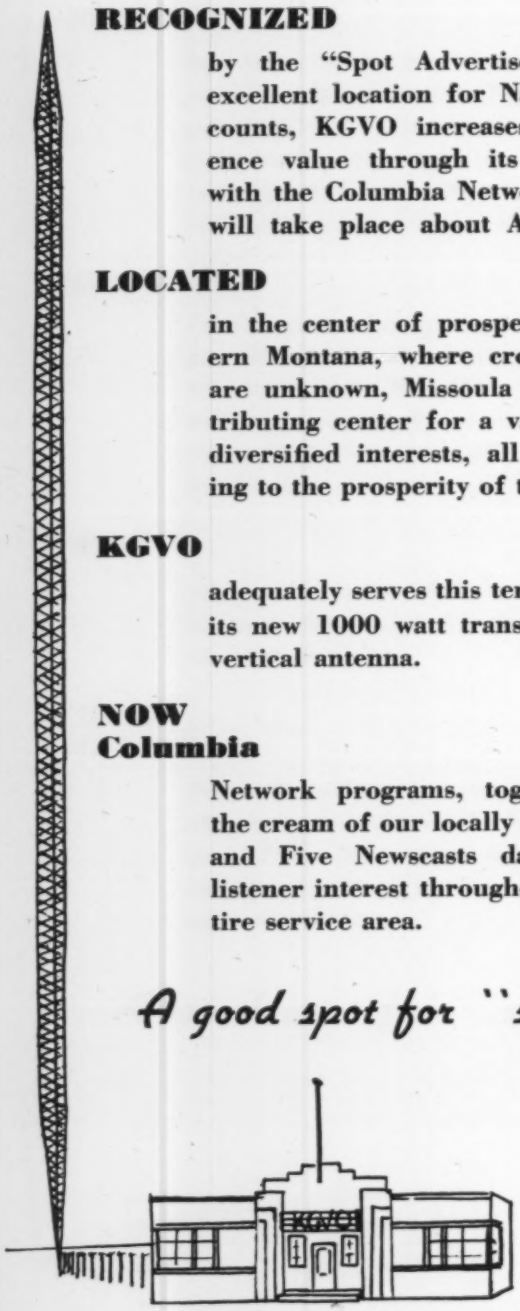
KGVO

adequately serves this territory with its new 1000 watt transmitter and vertical antenna.

NOW Columbia

Network programs, together with the cream of our locally built shows and Five Newscasts daily insure listener interest throughout our entire service area.

A good spot for "spot."



selection instead of keeping a watchful eye on the FCC because of the license renewal procedure now in force and the six month license tenure.

Mr. Baldwin also criticized advertising on the air and to this Mr. Caldwell replied it was his view that advertising had nothing to do with freedom of expression. Rather, he said, the matter of advertising control should rest with the Federal Trade Commission just as it has in the case of newspapers. Mr. Arnold took the view that the FCC of necessity must retain its broad powers over stations, as provided in the law, in order to insure programs in the public interest. He voiced no view on longer licenses.

At a session on July 16, Maj. Gen. James G. Harbord, chairman of the board of RCA, and Frederic A. Willis, assistant to the president of CBS, discussed the responsibility of mass communication media in a democracy. Gen. Harbord declared that untrammeled books, press and radio are more fundamentally important than votes. Mr. Willis said the responsibility for broadcasting in this country is really the responsibility of good American citizenship. "This includes a duty to encourage free speech, free communication, free inter-play of thought (remembering that only in this way can democracy be perpetuated). It includes a duty to give fair play not alone to majorities but to responsible minorities. * * * It includes a duty to see America as a unity, as well as a land of parts —remembering that the welfare of the whole is vital if the interests of each are to be served."

OLYMPIAN — Bill Slater, NBC sports announcer, in action. He will describe Olympic games from Berlin for NBC.

Networks Plan Complete Olympic Game Coverage

THROUGH the major events of the Olympic Games, American radio announcers will be at the microphones in Berlin to relay running accounts to the American audience via the networks. On board the *Manhattan* with the American team when it departed last month was Bill Slater, NBC sports expert, who broadcast direct from the ship to NBC and who will cover the events at Berlin as they occur and also broadcast summaries daily except Sundays from 6-6:15 p. m. (EDST) on the Red Network and at 7:15 p. m. on Sundays; daily except Sundays from 7:15-7:30 p. m. on the Blue Network and at 6 p. m. on Sundays.

From the time the games formally open at noon Aug. 1 with Hitler's welcome address, CBS will cover the major events with Ted Husing, its ace sports announcer, and Bill Henry, sports editor of the *Los Angeles Times*, at the microphone. They left for Berlin several weeks before the team departed. They will be on staggered schedules according to the events, but Husing will also broadcast a daily recapitulation from a Berlin Studio, from 5-5:15 p.m. (EDST).

Transatlantic radiophone circuits of RCA Communications and the Transatlantic radiotelephone of A. T. & T. will be used, the networks working in collaboration with the German broadcasting system.

Radio Advisory Council Reviews Education Work

THE COMPLETE story of the National Advisory Council on Radio in Education Inc., 60 E. 42d St., New York, organized in 1931 to promote the more effective utilization of broadcasting in the field of education, is told in a booklet *Listen and Learn* published last month by the Council and edited by its director, Levering Tyson. The booklet discloses that for three years the Council was supported by Rockefeller and Carnegie grants and at present derives its appropriations from the Carnegie Corp., with other specific purpose contributions coming from other foundations and educational sources while "broadcasters have made their facilities available to the Council without charge for purposes of program experimentation." The organization, committees, articles of incorporation, publications and activities of the Council are all set forth in the booklet.

Progress of Television And Research Activities Narrated in RCA Book

THE STORY of television development by RCA, as related in addresses and technical papers by its executives and engineers, is told in detail in the first volume ever produced by the company on this subject, which was released July 21.

Coming at a time when developmental work with visual radio is being intensified, the volume contains 452 pages of speeches, technical papers, photographs and graphs about RCA's television research. The distribution, so far as known, is limited. It was published by the RCA Institutes Technical Press.

The book contains addresses and statements by David Sarnoff, RCA president, papers by Dr. C. B. Jolliffe, former FCC chief engineer and now engineer-in-charge of the RCA Frequency Bureau; papers by Dr. V. K. Zworykin, inventor of a number of television devices and an RCA research engineer, and technical papers by other RCA engineers such as E. W. Engstrom and Charles J. Young.

RCA announced recently that it will demonstrate its system of television, held to be the most advanced in the world, to broadcasters this September. It is now actively engaged in transmission and reception experiments in the New York area with high-definition pictures, as part of its "million dollar" experimental undertaking announced earlier this year.

Now 5000 WATTS (DAYTIME)!

City	Air Mi. Distant	City	Air Mi. Distant
Denver	440	Tulsa	132
Lincoln	220	Dallas	350
Topeka	125	Ft. Worth	350
Kansas City	175	Oklahoma City	162

★

The City of Wichita is the shopping center for a large area of south central Kansas and northern Oklahoma. It is the principle distributing and retail city of this vast, rich territory.

KFH has ALWAYS had an audience many times greater than that of any station heard in this territory—NOW with a 5-fold increase in daytime power to 5000 Watts, KFH is serving an even greater "able-to-buy" audience.

Wichita, Kansas—the Heart of the Nation's Bread Basket

Wichita, Kansas, the home of RADIO STATION KFH, is in the heart of the bread basket of the nation, for more than half the wheat produced in Kansas in 1936 was harvested in the Primary Listening Area of KFH. The Kansas wheat crop is estimated at approximately 130,000,000 bushels, while the yield in the home county of KFH and the 23 counties immediately adjacent is more than 69,000,000 bushels. Here is a rich market which advertisers cannot afford to overlook.

KFH • WICHITA KANSAS

The Wichita Daily Eagle Station

5000 WATTS DAY • CBS • 1000 WATTS NIGHT

EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Hoffman Beverage Co., Newark (beer), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Bathasweet Corp., New York, 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.

Bigelow Sanford Carpet Co. Inc., New York, 2 weekly *sp*, thru Newell-Emmett Co. Inc., N. Y.

Slide Fasteners Inc., New York, weekly *sp*, thru G. Lynn Sumner Co. Inc., N. Y.

Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), 2 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

Carter Medicine Co., New York (liver pills), weekly *t*, thru Street & Finney Inc., N. Y.

New York Woman Inc., New York (publication), 3 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Philadelphia Dairy Products, Philadelphia (Aristocrat milk), 3 weekly *sp*, thru Scheck Adv. Agency Inc., Newark.

S. Gumpert Co. Inc., New York (dessert), 2 weekly *sp*, thru Gardner Adv. Agency, N. Y.

WHIO, Dayton

BC Remedy Co., Durham, N. C. (proprietary), 300 *sa*, thru Harvey-Massengale Co., Atlanta.

General Foods Corp., New York (Satina), 120 *sa*, thru Young & Rubicam Inc., N. Y.

Continental Baking Co., New York (Krug bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

General Mills Inc., Minneapolis (Wheaties), 5 *sa*, thru Knox Reeves Adv. Inc., Minnapolis.

Foster-Milburn Co., Buffalo (Doan's pills), 39 *sa*, thru Street & Finney Inc., N. Y.

Hudson Motor Car Co., Detroit, 13 *sa*, thru Brooke, Smith & French Inc., Detroit.

Greyhound Management Inc., Cleveland (bus lines), 13 *sa*, thru Beaumont & Hohman Inc., Cleveland.

WMAQ, Chicago

Gold Dust Corp., New York (Silver Dust), 5 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Kraft Phenix Cheese Corp., Chicago, 6 weekly *sa*, thru J. Walter Thompson Co., Chicago.

Chicago & Northwestern RR., Chicago, daily *sa*, thru Caples Co., Chicago.

WHK, Cleveland

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.

Gardner Nurseries, Osage, Ia., 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.

Lever Bros. Co., Cambridge (Lifebuoy), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KNX, Hollywood

Strasska Laboratories, Los Angeles (toothpaste), weekly *sp*, thru Glasser Adv. Agency, Los Angeles.

WGY, Schenectady

Saratoga Racing Assoc., Saratoga Springs, N. Y. (horse racing) 70 *sa*, 30 *sp*, thru Leighton & Nelson, Schenectady.

E. L. Knowles Co., New York, (Rubine), daily *sa*, thru Lawrence O'Connell, Boston.

Johnson Educator Food Co., Cambridge (buscuits), daily *sp*, thru John W. Queen, Boston.

Procter & Gamble Co. (White Naptha) 195 *sa*, thru Blackman Adv. Inc., N. Y.

Baldwin Laboratories, Sagerstown, Pa., (insecticide) 3 weekly *sp*, thru Yount Co., Erie, Pa.

New York Bureau of Milk Publicity, Albany, N. Y. (milk), 132 *sa*, thru J. M. Mathes Inc., New York.

C. F. Mueller Co., Jersey City, N. J. (macaroni), daily *sa*, thru E. W. Hellwig Co., New York.

WENR, Chicago

American Express Co., Chicago, weekly *sa*, thru Caples Co., Chicago.

Denver Convention and Tourists Bureau, Denver, Col., 2 weekly *sa*, direct.

Premier Pabst Sales Co., Chicago, 5 daily *sa*, thru Morris-Schenker-Roth Inc., Chicago.

KDKA, Pittsburgh

W. F. Straub & Co., Chicago, 78 *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Drums Inc., Detroit (chemicals), 26 *sp*, thru C. C. Winningham Inc., Detroit.

WBZ-WBZA, Boston-Springfield

Van Camp Sea Foods Co. Inc., Terminal Island, Cal. (White Star tuna), 2 weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

WGN, Chicago

E. R. Squibb & Sons, New York (toothpowder), 3 weekly *sp*, thru Geyer-Cornell & Newell Inc., N. Y.

Evans Fur Co., Chicago (wearing apparel and furs), 156 *sp*, thru Auspitz & Lee Adv. Agency, Chicago.

Wilson & Co. Inc., Chicago (meat products), 12 *sp*, thru U. S. Adv. Corp., Chicago.

Baldwin Laboratories Inc., Sagertown, Pa., 16 *sp*, thru Yount Co., Erie, Pa.

Pennsylvania Rubber Co., Jeannette, Pa., 31 *ta*, thru Walker & Downing, Pittsburgh.

WNAC, Boston

Brioschi & Co., New York (proprietary), weekly *sp*, direct.

Dodge Bros. Corp., Detroit (autos), 18 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

Kelvinator Corp. of New England, Boston (refrigerators), 26 *t*, thru Dowd & Ostreicher, Boston.

Texas Co., New York (Texaco), 39 *t*, thru Hanff-Metzger Inc., N. Y.

CKNX, Wingham, Ont.

Soy Bean Products Ltd., Toronto (Sunsoy), weekly *sp*, direct.

King Calcium Products, Cambellville, Ont. (insecticides), weekly *sp*, direct.

KYW, Philadelphia

California Packing Corp., San Francisco (canned salmon), 3 weekly *sa*, thru McCann-Erickson Inc., San Francisco.

KGO, San Francisco

Lindsay Ripe Olive Co., San Francisco (cosmetics), 5 weekly *sp*, thru Doremus & Co., San Francisco.

TOONERVILLE FOLKS. **By Fontaine Fox.**

ANOTHER REASON WHY MOTHER AND DAD COULD MURDER MAJOR BOWES
ALL RIGHT! ALL RIGHT! ALL RIGHT!
ALL RIGHT! ALL RIGHT! ALL RIGHT!
ALL RIGHT! ALL RIGHT! ALL RIGHT!
ALL WITE! ALL WITE!
F. FOX

From New York Sun

WOAI, San Antonio

McAleer Mfg. Co., Detroit (auto polish), 26 *sa*, thru Holden, Graham & Clark Inc., Detroit.

Packer Mfg. Co., New York (Scalptone), 26 *ta*, thru Blackman Adv. Inc., N. Y.

Blatz Brewing Co., Milwaukee, 52 *sa*, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee.

BC Remedy Co., Durham, N. C. (proprietary), 365 *sa*, thru Harvey-Massengale Co., Atlanta.

Bunte Bros., Chicago (candy), 80 *sa*, thru Fred A. Robbins Inc., Chicago.

General Mills Inc., Minneapolis, 195 *t*, thru Blackett-Sample-Hummert Inc., Chicago (begins Aug. 31).

RCA Mfg. Co., Camden (tubes), 117 *sa*, thru Lord & Thomas, N. Y.

Alaska Pacific Salmon Corp., Seattle (Peter Pan salmon), 13 *sa*, thru J. William Sheets, Seattle.

Procter & Gamble Co., Cincinnati (Drene), 26 *ta*, 15 *t*, thru Blackman Adv. Inc., N. Y.

Webster-Eisenlohr Inc., New York (Tom Moore cigars), 13 *sp*, thru N. W. Ayer & Son Inc., N. Y.

E. R. Squibb & Son Inc., New York (toothpowder), 60 *ta*, thru Geyer, Cornell & Newell Inc., N. Y.

WHAM, Rochester

Procter & Gamble Co., Cincinnati (P & G soap), 130 *ta*, thru Blackman Adv. Inc., N. Y.

E. R. Squibb & Son, New York (drugs etc.), 2 daily *ta*, thru Geyer, Cornell & Newell Inc., N. Y.

Hemphill Deisel Schools of Long Island, New York, 2 daily *sa*, thru Equity Adv. Agency, N. Y.

Rival Packing Co., Chicago (dog food), 5 weekly *t*, thru Charles Silver & Co., Chicago.

Delaware, Lackawanna & Western Coal Co., New York (Blue coal), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Greyhound Management Inc., Cleveland, 2 *sa*, 13 *sa*, thru Beaumont & Hohman Inc., Cleveland.

WEEI, Boston

Crowell Publishing Co., New York (*Woman's Home Companion*), 2 weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.

Loose Wiles Biscuit Co., Long Island City, daily *sa*, thru Newell-Emmett Co. Inc., N. Y.

Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Bowey's Inc., Chicago (Dari-Rich), weekly *t*, thru Russell Comer Adv. Co., Chicago.

E. R. Squibb & Son Co., New York (toothpaste), 5 weekly *ta*, thru Geyer, Cornell & Newell Inc., N. Y.

KGO, San Francisco

Marine Trading Co., Oakland, Cal. (fresh sea foods), 7 weekly *sa*, thru Sidney Garfinkel Adv. Agency, San Francisco.

George H. Benioff, Inc., San Francisco, (furs, wholesale & retail), weekly *sp*, direct.

Pacific Trading Co., San Francisco, (canned clams), weekly *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.

KFRC, San Francisco

Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WICC, Bridgeport

Samson United Corp., Rochester (fans), 13 *ta*, thru Hutchins Adv. Co. Inc., Rochester.

WBT, Charlotte, N. C.

Armand Co., Des Moines (cosmetics), 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WIP, Philadelphia

Samson United Corp., Rochester (Safe-Flex fans), 9 *sa*, thru Hutchins Adv. Co., Rochester.

WAAB, Boston

Cleveland Steel Products Corp., Cleveland, 100 *sa*, direct.

AGENCIES AND REPRESENTATIVES

YOUNG & RUBICAM Inc. has nearly completed plans to establish an office in Hollywood where it will produce the Jack Benny and Fred Astaire programs and possibly others. William Stuhler, Joe and Don Stauffer and Tom Harrington returned to their New York offices in July to complete the plans, after which Don Stauffer will return to the Pacific Coast where Tom Harrington, producer of the Benny program, also will headquarter.

JOHN MacDONNELL, European manager of the radio department of J. Walter Thompson Co., has returned to his London headquarters after a tour of American radio stations and advertising agencies, including two weeks in Hollywood.

PHIL MYGATT, radio author for J. Walter Thompson Co., has returned to the New York office after six months in the Hollywood radio department where he had writing assignments on *Swift Studio Party, Lux Radio Theatre* and *Shell Chateau.*

ROBERT L. REDD has resigned from the production department of NBC, Hollywood, to join William Esty & Co., as producer of *Camel Caravan.* Ted Scherdeman has been transferred from the Chicago production staff to Hollywood.

PAUL NATIONS, formerly an account executive with Doremus & Co., and the Pacific Advertising Staff, both in San Francisco, has joined Rufus Rhoades & Co., that city, in a similar capacity. He will service radio along with other accounts.

HARRY BETTERIDGE, of the *Detroit News* staff, has been sent to New York to act as representative there for WWJ, the newspaper's radio station which recently severed its affiliation with John Blair & Co. His offices are in the newspaper's branch in the Times Annex. WWJ is now represented in the Chicago area by Craig & Hollingsberry, 307 No. Michigan Ave.

DONALD A. BREYER, radio account executive for Sidney Garfinkel Adv. Agency, San Francisco, will marry Miriam Jane Lubin of that city on Aug. 19. Their engagement was announced recently.

WALTER W. MONROE Jr., account executive in the San Francisco office of Walter Biddick Co. for the last six months, has been made manager, succeeding Don C. Robbins, resigned. Robbins will remain in an advisory capacity until Sept. 1 when he will vacation before announcing future plans.

RALSTON LEWIS has resigned as radio account executive of KFRC in San Francisco and is motoring to New York to enter the agency field.

JOHN F. FINNERAN has resigned as director of advertising for the Scripps-Howard newspapers to join Benton & Bowles Inc., New York agency, as vice president, effective Aug. 3. Mr. Finneran and A. W. Hobler, president of the agency, were associated for many years as executives of the Gardner Adv. Co., St. Louis. Mr. Finneran has been with Scripps-Howard since 1928 when he joined the firm as sales promotion manager of the national advertising department.

C. H. VENNER, president of Conquest Alliance Co., foreign station representatives and transcription producers, will sail in mid-August for a tour of his company's South American offices. Mr. Venner will make it a honeymoon trip also, having been married July 7 to Miss Mary Payne, of Petersburg, Va.

W. R. ARCHER, formerly of the advertising staff of the *Houston Post,* has joined Steel Adv. Agency Inc., Houston, as account executive.

Bonus for Squibb

E. R. SQUIBB & SON, New York (toothpaste) got a recent network bonus on a spot announcement over WGAR, Cleveland. Erno Rapee had baton poised for an NBC-WJZ broadcast from the Great Lakes Exposition, to be fed by WGAR, when a loudspeaker blared forth with the Squibb WGAR transcription announcement just as the go ahead signal was given. The disc program went on the network. A new engineer in the exposition booth had cut in too soon.

HERMAN BESS has resigned the presidency of Bess & Schillin Inc., New York agency, to assume the vice presidency of WNEW, Newark, in charge of sales. Al Schillin succeeds Mr. Bess as head of the agency, renamed the Schillin Advertising Corp. The WNEW sales department will undergo some reorganization, with Hugh Boice Jr., son of the sales vice president of CBS continuing in charge of WNEW's national business and contacting agencies under Mr. Bess' supervision.

HENRY SELINGER, of the Chicago NBC program department, has joined Blackett-Sample-Hummert Inc. as an account executive. He will work on radio among other accounts. At one time he was radio director of the Chicago headquarters of Lord & Thomas.

MAURICE C. LODGE and Rogers Porter have joined the M. E. Harlan Adv. Agency, San Francisco, as account executives and will service radio along with other accounts. Lodge was formerly associated with Erwin, Wasey & Co., that city. Porter was recently with the Sidney Garfinkel Agency, San Francisco.

RALPH W. HOBBS, Northwest advertising and merchandising specialist, has been appointed to an executive position with the McCord Co. Inc., Minneapolis.

H. B. LEQUATTE, president of Churchill-Hall Inc., advertising agency, and president of the Advertising Club of New York, was interviewed over WNYC, New York, on July 30 by John Black, author and radio commentator on radio advertising. The listener's reaction to commercial credits was the theme.

S. LINTON, formerly with the sales promotion staff of Hart, Schaffner & Marx, clothiers, Chicago, will join his brother, Ray Linton, in his station representation business after the latter returns from New York in mid-August, where he has gone in connection with the affairs of Inter-City Group.

DAVIS KIRBY formerly of Yankee Network, and the *Oklahoma Times* will join the New York office of E. Katz Special Adv. Agency on Aug. 1 as radio salesman.

WHEATENA Co., Rahway, N. J. (cereal) will bring *Popeye, the Sailorman,* back to the air on 33 CBS stations Aug. 31, Mon., Wed., Fri., 7:15-7:30 p. m. Popeye, leading King Feature Syndicate comic strip, was heard on NBC last fall and winter under the same sponsorship. Rohrabaugh & Gibson Inc., Philadelphia, is the agency.

200,000
Votes
Cast for Amateurs
in 13 Weeks
WLBC - Muncie

KLZ Plant Dedicated

PLANS to dedicate its new 5,000-watt transmitter on Aug. 1 have been made by KLZ, Denver, CBS outlet which a year ago was purchased by the Oklahoma Publishing Co., operating WKY, Oklahoma City. The new 5,000-watt Western Electric unit and a new 444-foot vertical radiator were to be placed in service with a special inaugural program to emanate from the transmitter site along with a half-hour program from CBS New York studios. About 300 guests were to be entertained at a party at the transmitter site. The station is under the management of J. I. Meyerson, former advertising manager of the Oklahoma City *Daily Oklahoman.* The transmitting plant and antenna, both designed by Bell Laboratories, are said to be the most modern in the country.

Wilfred W. Fry

WILFRED W. FRY, president of N. W. Ayer & Son. Inc., died July 27 in Jefferson Hospital, Philadelphia, after a long illness. He was 60 years old. Mr. Fry became head of the Ayer agency in 1923 upon the death of Francis Wayland Ayer. His survivors are Mrs. Anna Gilman Ayer Fry, a daughter of Mr. Ayer; Wayland Fry, a son, and two daughters, Mrs. Dena Fry Bree and Miss Eleanor Kemp Fry.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

81.9%* of ALL HOMES
in
KIRO Primary Area
have
One or More Radios

Western Washington, the market served by KIRO is not the largest market in the United States, but more people depend on their radios more hours each day for entertainment and information than in any other comparable area. KIRO, the major independent station of the Pacific Northwest, through a well-planned program structure, justly merits the confidence and interest of this "radio-minded" audience. For programs and times available for your sponsorship, write or call our representatives John Blair & Company.

* Based on Census of Radio Homes, Jan. 1, 1936, by joint committee ANA, AAAA and NAB

STATION KIRO SEATTLE WASH.
NATIONAL REPRESENTATIVES JOHN BLAIR & CO.
1000 WATTS 710 K.C.

Mutual Picks European Program Contact Man

JOHN STEELE, former London and European correspondent of the *Chicago Tribune*, has been appointed European representative of Mutual Broadcasting System with headquarters at his home "Unterdowns", Chaldon Way, Coulsdon, Surrey, England. Arrangements for his engagement were completed last month by E. M. Antrim, executive secretary of MBS and assistant manager of the *Chicago Tribune*, during his trip abroad. NBC is represented in London by Fred Bate and in Central Europe by Max Jordan, Basle, Switzerland. CBS is represented in Europe by Cesar Saerchinger, with offices in London.

LANG-WORTH
planned programs

TAX
FREE
DANCE
MUSIC

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

R. Schiffman Co., Los Angeles (Asthmador)
Feminine Products Co. Inc., New York (Perstik deodorant)
Beirs Labs. Inc., Hartford, Conn. (Beirs' Therapy)
Consumers Credit Co., San Francisco (loans)
First Fed. Svgs. & Loan Assn. of N. Y. (loans)
Virginia Dare Extract Co. Inc., Brooklyn, N. Y.
Ward Refrigerator Co., Los Angeles
Seidlitz Paint & Varnish Co., Kansas City
Bob Jones College, Cleveland, Tenn. (voice culture)
Skidoo Co., Columbus, O. (cleaner)
Blatz Brewing Co., Milwaukee (beer)
Cold Spring Brewery Co., Lawrence, Mass. (Hacker's beer & ale)
Peter Fox Brewing Co., Chicago (beer)
M. K. Goetz Brewing Co., St. Joseph, Mo. (Country Club beer)
Harvard Brewing Co., Lowell, Mass. (beer & ale)
Hyde Park Breweries, St. Louis (beer)

NBC *Thesaurus* has signed seven more stations for the library service, making 159 stations now taking the service, introduced at the 1935 NAB convention. New clients are WOPI, KGNO, WOWO, WJAC, WALR, KALB, WAYX.

NEW subscribers to World Library during the last fortnight were announced by WBS July 29 as follows: WJNO, WKBB, KMLB, KBIX, KWYO, CFAC, CKOW, CJRM.

Take 10,000 Blondes,

Gentlemen . . .

. . . ask them to name their favorite Pittsburgh radio station.

Or, if you prefer them, 10,000 brunettes. Or any group or any cross-section of Pittsburghers.

They'll tell you it's WCAE *they* prefer. In fact WCAE has 22% more listeners than the second station, 82% more than the third. (Ross Federal)

Audience — blondes, brunettes, men, women, children— is the *one* way to sales. WCAE gives you audience.

JUVENILE SUCCESS
Over 10,000 Join Local Club In Short Period

SHOWING radio's ability to reach particular markets or groups of buyers, Carl H. Shultz Corp., Brooklyn (beverages, mineral water) in ten weeks acquired more than 10,000 Jewish members for the twin-triangle club organized by the sponsor. The programs, promoting Dr. Brown's Cel-Ray, are broadcast weekly on WEVD, New York, with the Uncle Abe broadcasts being supplemented by space in three Jewish daily newspapers.

After 13 weeks on the air, the sponsor has renewed its broadcasts for another ten weeks. The programs are on the air Wednesday mornings, 8:30-8:45 a. m.

Maybelline to Discs

MAYBELLINE Co., Chicago (eye beauty preparations), which concludes two years on a 56-station NBC-Red network in September, will replace the network musical series *Penthouse Serenade* with a transcription campaign on 25 stations. Discs are being cut by Columbia Phonograph Studio, Chicago, and programs consist of beauty talks by Dorothy Hamilton. Stations include WCAO, WAPI, WEEI, WCKY, WJR, WHK, WGST, WFAA, KLZ, WJAX, KMBC, KFWB, WAVE, WMC, KSTP, WSMB, WMCA, WHN, WKY, KOIL, WFIL, WCAE, WMBG, KGO, KWK. Cramer-Krasselt Co., Milwaukee, is the agency.

Elin on WMCA, WICC

ELIN Inc., Newark (refrigerators) on July 20 began a series of musical programs, *Breezing Along With Don Kerr*, WMCA, New York, and WICC, Bridgeport, Mondays through Saturdays, 11:30-11:45 a. m. The program, signed for 52 weeks through Schillin Adv. Corp., New York, emanates from WMCA and is keyed to WICC through the WOR-MBS lines to Yankee network.

Packer on NBC-Red

PACKER MFG. Co., New York (tar soap and shampoo) through Stack-Goble Adv. Agency, New York, has signed for a 26-week program on the basic NBC-Red network beginning Sept. 27, Sundays, 2:30-3 p. m. Talent has not been selected.

HOT!

Yes-Sir-ee! !

Business is HOT in and around WSOC . . . The HOT SPOT of the Carolinas

WSOC Charlotte, N. C.

Representatives:
Hibbard Ayer, New York
A. T. Sears & Son, Chicago

RADIO ADVERTISERS

BAYER-SEMESAN Co., Wilmington, Del. (disinfectants) makes up lists in August, with radio included. Thompson-Koch Co., Cincinnati, is agency.

KENTON PHARMACAL Co. Inc., Covington, Ky. (Brownatone) makes up lists in August, with radio included. Agency is Roche, Williams & Cunnyngham Inc., Chicago.

LEONARD REFRIGERATOR Co., Detroit, makes up lists in September, October and November. Radio is included. Geyer, Cornell & Newell Inc., Detroit, has the account.

PERFECTION BISCUIT Co., Fort Wayne, Ind., makes up lists in August. Radio is included. Agency is Ross Adv. Inc., Fort Wayne.

LEX-FARMS LABORATORIES Inc., Lexington, N. Y. (Mountainside Kefir cream) is planning to use radio and other media and has named Hirschon-Garfield Inc., New York, as agency.

HINTS SALES Inc., New York (laxative mints) will place advertising, including radio, through W. I. Tracy Inc., New York.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has named Mitchell Adv. Co., Minneapolis, as its agency.

COCO COD Corp., Evanston, Ill. (cod liver oil) has shifted its account to Frank Presbrey Co., Chicago.

UNIVERSAL MILLS Inc., Fort Worth, has named Leche & Leche Adv. Co., Dallas, to service its advertising.

CURTISS CANDY Co., Chicago (Baby Ruth, etc.) has appointed E. W. Hellwig Co., New York, to service its account.

KREMOLA Co., Chicago (cosmetics) has placed its account with Neisser-Meyerhoff Inc., Chicago.

NUNN-BUSH SHOE Co., Milwaukee, has named Glicksman Adv. Co., New York, as its agency starting with its autumn schedules.

PICHEL PRODUCTS Co. Inc., New York (flavoring) will place advertising through Bachenheimer-Dundes Inc., New York.

SCHOENHOFEN-EDELWEISS Co., Chicago (beer) is advertising through Blackett-Sample-Hummert Inc., Chicago.

SIMPLICITY PATTERN Co., New York (dress patterns) has named G. Lynn Sumner Co. Inc., New York, as its advertising counsel.

SWIFT & Co., Chicago, is placing its Brookfield cheese account through Blackett-Sample-Hummert Inc., Chicago.

B. T. BABBITT Inc., New York (Bab-O) makes up lists, including radio, in September. Radio advertising is placed through Blackett-Sample-Hummert Inc., New York.

BELL-BROOK DAIRIES Inc., San Francisco (dairy products), has appointed the Long Adv. Service, that city, to direct its Northern California advertising.

DURING the recent heat wave in Toronto, where the temperature reached 105, the local radio studios had to bar all audiences. Reason: Orchestra leaders and players insisted upon working in their "undies".

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

PROGRAM NOTES

GRISWOLD-ESHEIMAN ADV. AGENCY, Cleveland, conceived the idea for a series of 52 dramatized programs based on stories behind heroism awards by Carnegie Foundation. The series of five-weekly quarter-hours is sponsored on WGAR, Cleveland, by Hi-Speed Blue Flash gasoline.

THE Colorado Press Association embracing practically every newspaper in the state, is cooperating with KLZ, Denver, in presenting a series of colorful and authentic stories of the accomplishments of Colorado editors. The initial program dramatized the story of how a Colorado editor secured a hospital for his isolated community and how another went into action politically in order to save the citizens of his community thousands of dollars which were going into the hands of crooked politicians and construction companies.

WINS, New York, has started *The Kitchen Round Table*, with Betty D. Supplee giving information on homemaking. The program will be extended Sept. 8 to stations of Associated Broadcasters of the State of New York, new regional station group.

WGN, Chicago, has started a new home economics program in charge of Eleanor Howe, who will demonstrate time-saving devices in the *Radio Cooking School*, five mornings weekly. She has been heard on network programs and recently was an instructor before women's clubs and a leader in 4 H work.

MORRIS S. FRANK, vice president of the Seeing Eye School, Morristown, N. J., which educates dogs as companions to blind persons, was interviewed on WNAC, Boston, recently by Ruth Moss, Yankee Network commentator.

TIDE WATER OIL Co., through Lennen & Mitchell Inc., New York, has started "Tydol Club of the Air," over WGY, Schenectady, three times weekly. Warren Munson, WGY announcer, is master of ceremonies for the unique program, with Robert Rissling as the regular announcer for the "Club". The program, which started July 15, caters to the interest of men. The main feature is an interview with some person who has written to Mr. Munson of his interesting hobby, experience or occupation. Mr. Munson also poses as a human encyclopedia, offering to answer, or find an answer for all questions submitted to him by listeners.

KOTN, Pine Bluff, Ark., on July 18-19 broadcast the Centennial Air Meet held at the Pine Bluff airport, with a PA system carrying the announcers' voices to the grandstand.

WFBL, Syracuse, has started *Camp Cruises*, offering modern music requested by cottagers vacationing in Central New York. The appeal is to keep vacation and automobile radios turned on.

WICC, Bridgeport has started a series of quarter-hour educational programs titled *Our New Haven Schools*. The series will end Sept. 8, when Joseph Fitzgerald, Principal of Troup Jr., High School, will discuss "Why Junior High Schools?"

LEADING scientists and educators of the world will take part in the Harvard University Tercentenary Celebration, which is to illustrate progress inscience and education in the 300 years since Harvard was founded. WIXAL, Boston, will broadcast the proceedings, which start Aug. 31 and last about two weeks. Frequencies of 6.04, 11.79 and 15.25 mc. will be used.

A CONTEST to decide the hog calling championship of the Southwest was to be broadcast from the Texas Centennial July 30 by Texas Quality Network.

REUNION IN NASHVILLE—Two of radio's most famous figures of 15 years ago — Harold Hough, WBAP manager, famed as the "Hired Hand" of earlier days, and George Hay, WSM impresario, whose fame as "The Solemn Old Judge" is still riding high in the South—did another double act at WSM's "Grand Ole Opry" July 25. Several weeks ago Hay visited Fort Worth, and was royally entertained by the "Hired Hand". The "Hired Hand" paid a return visit and appeared on the "Opry" broadcast. Left to right are Hough, a velocity mike, and Hay, with the Opry audience in the background.

ECHOES of circus days and the touring street music box rang when WCCO, Minneapolis, inaugurated a new regular series of calliope concerts July 13, heard Monday evenings. Broadcast direct from the river-boat *Capitol*, docked in St. Paul, the steam calliope is played by one of the staff musicians of the boat's orchestra.

WHBQ, Memphis, has leased an auditorium seating 600 to be used for three weekly night programs and a Saturday daytime child program. The auditorium is being remodeled and will be called WHBQ's Radio Playhouse. Other programs will originate in the Hotel Claridge studios.

WIP, Philadelphia, on Aug. 23 will start a new series of the *Colored Kiddies Revue*, using a mid-afternoon hour Sundays. Leading colored artists and orchestras are to appear in a Sunday night series to start Sept. 3. WORL, Boston, has organized a dramatic group under direction of Dick Cobb, continuity editor, and is presenting a weekly series of radio dramas. A second series is to be added in the fall.

WHEN KLZ, Denver, acted as host to a group of editors belonging to the Colorado Press Association July 19 it broadcast the first of a series titled *Fighting Editors* which features highlights of Colorado newspaper achievements. Association members are cooperating with KLZ in providing material for the series and 151 Colorado papers, members of the association, publish complete KLZ schedules.

GULF REFINING Co. employes were saluted with 35 studio and six remote broadcasts during the special Gulf day at the Texas Centennial. The day was concluded with a Gulf amateur hour and a street dance at which transcribed music was used.

OWNERSHIP of WLAP, Lexington, Ky., passed July 22 to J. Lindsay Nunn, former publisher of the *Pampa* (Tex.) *Daily News* who with his son Gilmore Nunn recently purchased the *Lexington Herald* after selling the Pampa newspaper and its station, KPDN.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Beauty Market

(*Continued from page 28*)

tial market for the product you intend to advertise.

Radio, as an individual advertising identity, offers a strong case for prospective sponsors. Radio has proven from the days of its infancy that it can sell anything that the public will buy. The rapidly increasing number of woman's programs on the air also proves that the female radio audience eagerly turns to radio and is always in a susceptible mood for sale.

Sales resistance, a comparatively new term, but always identified under some name or other, has always been present. Everyone has sales resistance. Some people have a great deal. But, it is known that very often sales resistance is proportional to tactless sales insistence. Most people want to buy, and particularly women. Yet people like to feel that they're making their own decisions.

With this thought forming the hub of a radio campaign and a basically sound, but elastic marketing program forming the spokes, it should be a rather simple task for the modern beauty product manufacturer to appeal to, and gain a hearing from, the rich radio market that awaits his arrival.

STANDARD OIL Co. of California, San Francisco, has signed Mishel Piastro, concert-master of the New York Philharmonic orchestra to direct its Thursday night *Standard Symphony Hour* over the NBC-Pacific Red network for 13 weeks, his first concert being broadcast July 30.

It takes

WPTF

in Raleigh

to cover

NORTH CAROLINA

¶ The ability of WPTF to reach and influence the buyers of Central and Eastern North Carolina is well recognized by local and national advertisers - RESULTS have convinced them!

¶ Intimately contacting more than 150,000 homes in this prosperous section (plus a liberal bonus in adjoining territory) WPTF is the one station that MUST be used to really cover the TARHEEL STATE!

¶ Data on WPTF and Coverage Map can be obtained from Free, Johns & Field, Inc., or direct - write today!

WPTF

Raleigh, N. C.

They're Off!

Get Your Results from WHN

SIX daily broadcasts a week of leading race-track and inning by inning baseball results offer you BIG audiences for spot announcements of your product.

3:55 to 5:15 p. m. Mon., Fri.
3:55 to 5:30 p. m. Tues., Wed., Thurs.,
3:00 to 5:30 p. m. on Saturday

Racing Results Commentator: BROOKE TEMPLE
Baseball Results Commentator: MONIE HELLINGER

The low cost of participation in six daily broadcasts ($75) is the best small investment you can make in building BIG audiences. Another WHN achievement. Complete details on request. The racing results received through exclusive arrangement with Nationwide News Service.

WHN NEW YORK

1540 Broadway . . . . . Times Square
5,000 Watts L.S. . . . . 1,000 Watts Nights

National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
Chicago — Philadelphia — Detroit — Kansas City
Atlanta — Dallas — San Francisco

If you eat with a knife
.... or buy radio time,
you've simply gotta have

Balanced Coverage

In Northern California
get what you've gotta have
from

KSFO

560 KILOCYCLES
1,000 watts full time
SAN FRANCISCO - OAKLAND

MAIL proves where the audience is. And KSFO mail proves that the KSFO audience is all over Northern California in amazingly direct ratio to the distribution of set ownership. Your John Blair man has the whole story.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

Program Linking World Stations Given Approval By International Union

THE STAMP of approval of international exchanges of programs to foster good will, already projected by the International Broadcasting Union at Geneva (U.I.R.) and the first of which will be broadcast over combined hookups and shortwave facilities of NBC and CBS Sept. 20, was given at the Union's July meeting in Lausanne, Switzerland.

The first program will start with the roar of Niagara Falls and will consist of native American music of all categories. Stations throughout the world will be urged by the U.I.R. to pick it up and rebroadcast it, the broadcasts being scheduled for 3 to 3:30 p. m., EST, which is evening time throughout Europe. A European program is also scheduled for Jan. 3, comprising New Year wishes in the characteristic styles of each European country and the networks and stations here will be asked to relay it.

The U.I.R. summer session, to which came delegates from 23 European countries and the European representatives of NBC and CBS, both of which are associate members of the Union, was told by President M. Rambert, administrator of the Swiss Broadcasting Society, that the number of radios in use in the world now totaled 52,200,000 and that their audience numbered at least 230,000,000 persons. Broadcasting, it was asserted, has thus become one of the most powerful—and it was evident that in some countries it is the *most* powerful—means of influencing public opinion and general culture.

The Union's aim is to preserve broadcasting as an instrument of peace and good will among the nations, and it is behind the movement to secure an international regulation by the League of Nations against broadcasts from one country designed to foment trouble in another.

Among the technical committee's findings reported, largely on the basis of the frequency measurement reports from the Union's central station at Brussels, was one that the frequency stability of transmitters is constantly improving and that many stations now do not deviate more than two-tenths of a cycle per second. Long distance wave measurements, it was reported, have also revealed that the attenuation of radio waves is increased when they pass close to either of the poles. Thus the South American stations were found to give intensity of reception in Europe greater than those of the U.S.A., although the latter are nearer.

Monsieur Rambert was reelected president of the Union, with Prof. Gian Carlo Vallauri of Italy and Vice-Admiral Sir Charles Carpendale of the British Broadcasting Corp. reelected as vice presidents. The National Broadcasting Association of the Argentine and the Central Broadcasting Station at Nanking were elected associate members. The next meeting was scheduled for February, 1937, in Berlin.

Ether Swimming

ENTER the radio swimming class. KROC, new station in Rochester, Minn., figured that perhaps such a plan might work out. Rather timidly it tried the first broadcast several weeks ago. It went so well that the program now is scheduled three-times weekly, by virtue of public demand. Einar "Butch" Morgenson, sports editor - announcer of KROC collaborated with Swimming Instructor Vane J. Baatz of Rochester in planning and presenting the first broadcast, and it took hold spontaneously. The procedure is similar to that of the setting up exercises of radio's early days.

KNX Goes to CBS By Early Autumn

FCC Approves Sale of Station And Grants Regular Renewal

FULL CONTROL of KNX, Los Angeles, will be taken over by CBS in the early fall as the result of an FCC decision July 17 approving sale of the station by Western Broadcast Co. to the network for $1,250,000. Simultaneously, the FCC granted KNX a renewal of license on a regular basis, in lieu of the temporary authorization under which the station has operated since last October because of circumstances having to do with allegedly improper programs.

In announcing its decision, which was predicted in the July 15 issue of BROADCASTING, the FCC Broadcast Division made the effective date Sept. 15. In the interim, its Law Department will draft a statement of facts and grounds for the decision. It is entirely possible that the effective date will be advanced a fortnight if the statement of facts is ready by that time. A petition to this end may be filed with the FCC by CBS.

Meanwhile, it was said, KNX will remain under the operation of Western Broadcast Co., of which Guy C. Earl Jr. and Naylor Rogers are the principals. The sales transaction was the biggest in radio history.

West Coast Key

WITH KNX under CBS ownership, the station later this year will switch from individual status to the CBS network, becoming its principal coastal outlet. It will replace KHJ, Don Lee key station, in Los Angeles. In San Francisco CBS will shift from KFRC, Don Lee outlet, to KSFO, independent station which may be leased by CBS. A lease arrangement has been drafted and shortly will be filed with the FCC. Should the leasehold fail to get FCC approval prior to the time the network shift is made, KSFO will join CBS as an affiliated station. The Don Lee Network, now constituting the California adjunct of CBS, will definitely align with Mutual Broadcasting System toward the end of the year to supplant its CBS affiliation. At that time Mutual, newest of the major networks, will go transcontinental, perhaps picking up several additional outlets en route from Chicago, including KFEL - KVOD, Denver, which has already signed with the network.

Meanwhile, Donald Thornburgh, new CBS Western vice president, is on the Coast planning the CBS organization. He is supervising details in connection with the building of additional CBS studios in Los Angeles as well as in San Francisco. All personnel matters also will fall under his jurisdiction. So far as known, Mr. Rogers, vice president and general manager of KNX, will remain in the management of that station. In San Francisco, Philip G. Lasky, general manager of KSFO, will continue in that capacity under CBS management.

HOMER RODEHEAVER, evangelistic singer and trombonist, has been named permanent conductor of the *Palmolive Community Sing* on CBS, Sundays. 9:30-10 p. m.

AHEAD OF THE PARADE

at Jimmie Allen Air Races

J. C. Denny, W. T. Atkins, A. A. McMullen

ONCE each year the "Jimmie Allen" radio promotion of the Skelly Oil Company, over WOW, reaches a dramatic climax in the "Jimmie Allen" air meet... As always, the cooperation of Skelly and WOW officials places the client "ahead of the parade" in good will and sales.

John Gillin, Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit
San Francisco

590 KILO 5000 WATTS

WOW

Omaha, Nebraska

"Covers the Nation's Breadbasket"

ON THE N.B.C. RED NETWORK

MIDAS LAND

A Domain of WEALTH
Within Sound of
Your Voice!

• WEALTH IS LITERALLY FLOWING in East Texas. The oil fields alone produce over $500,000 a day. You can reap in dividends by catering to this receptive market with "money in their jeans". Take a long view on Longview and select KFRO as your Spokesman and Star Salesman. Send for "The Story of KFRO".

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

WOL Given Regional Status; Appeals Creating Legal Maze

FCC Grant of 1 kw. Leads to Delicate Controversy Over Expiration of Five-day Period for Appeals

IN AN ACTION which promptly started a maze of legal complications, the FCC Broadcast Division on July 22 granted the application of WOL, Washington, for a change in status from a 100-watt local to a 1,000 watt regional. The decision, reversing the recommendation of Examiner Melvin H. Dalberg, followed from a six-year battle of the station to graduate to the regional classification Commissioner Case dissented.

Once the action becomes finally effective, or possibly even before then, WOL is expected to become the Washington outlet of Mutual Broadcasting System. Negotiations to that end have been going forward and the station, at present an outlet of the Inter-City Group, already has taken sporadic MBS programs.

The favorable decision, taken on the morning of July 22, was followed the same afternoon with requests from five stations involved for oral arguments before the Broadcast Division on the ground that the five-day period for such requests did not expire until the close of business of July 22. The contention was that the FCC acted prematurely.

Arguments of these complainants are that the FCC must set aside its grant and hear oral arguments before considering the case. On the other hand, counsel for WOL claims that the five-day period expired on July 21 and that the FCC acted properly. Under the law the FCC must grant oral arguments of parties in interest if filed within the required time.

May Go To Courts

AS BROADCASTING went to press, the fate of this unprecedented legal muddle was undecided. The question will be considered by the Broadcast Division almost any day. It must decide whether the time for oral argument requests actually had expired when it acted, or whether its decision was premature. The regulations simply say that requests for oral arguments must be filed five days after exceptions to the reports of examiners are made. Paul D. P. Spearman, counsel for WOL, filed his exceptions to the unfavorable Examiner's Report on July 16 at the FCC, but the copies were not received by counsel for the respondent stations until July 17. It is a question which date will be construed as the date for the filing of exceptions. If the date of filing at the FCC is sustained, then the decision must be construed as in proper order. On the other hand if the July 17 date is upheld, then the FCC acted prematurely.

In any event, the FCC made its decision effective as of Oct. 13. Conceivably, it can wait several weeks before deciding on the oral arguments. It is expected, however, that it will decide within a few days or within two weeks at the most. Following the Broadcast Division meeting July 22 the Division decided to recess indefinitely at the call of the chairman. It may hold another meeting about Aug. 15.

The requests for oral arguments were filed by WCAE, Pittsburgh, and WFBM, Indianapolis, on the grounds of interference, since WOL would be shifted to the 1230 kc. regional channel upon which they operate; and by NBC on behalf of WRC and WMAL, Washington, on economic grounds; by Monocacy Broadcasting Co., which is an applicant for a new station in Rockville, Md., adjacent to Washington, and originally had the application granted only to have it set aside, and by Continental Broadcasting Co., Scripps-Howard Newspapers subsidiary, which has applications pending before for the 1230 kc. assignment in Washington given WOL and for the present WOL local station assignment on 1310 kc., with 100 watts.

Related Applications

FAVORABLE action on the WOL application indicated denial of several related applications pending before the FCC for stations in Washington. These include the Scripps-Howard applications, as well as two by former Senator C. C. Dill asking similar facilities. The *Washington Post* also is an applicant for the facilities of WMAL, which station has been involved in litigation over an agreement to sell to Hearst.

There is also pending the application of William B. Dolph, WOL manager and radio director of the Democratic National Committee, for the local station facilities of WOL, which was made contingent upon the granting of the regional application. Both Senator Dill and Continental seek this local station assignment on a similar contingent basis.

Examiner Dalberg in a report last month had recommended denial of the WOL application primarily on the ground of undue interference, which the station had contended would be averted through use of a directional antenna. WOL is operated by the American Broadcasting Co., of which LeRoy Mark is president and owner. Mr. Dolph joined the station about a year ago as its manager.

If the WOL grant is sustained, it has been stated by counsel for several of the respondent stations that they will appeal to the courts in opposition.

H. J. HEINZ Co., Pittsburgh (food) has signed with CBS for a 60-station series using the 11-11:30 a. m. period Mondays, Wednesdays and Fridays. Starting date has not been selected. Maxon Inc., Detroit, is the agency.

Misplaced Joke

SOME ONE with a strange sense of humor or a grudge, placed an advertisement in the *San Francisco Examiner* July 12 "announcing" auditions for announcers at KSFO, that city. More than 500 persons stormed the studios the following morning only to learn the station knew nothing about it. Philip G. Lasky, manager, realizing a hoax had been perpetrated, and to keep faith with the public, ordered every applicant listed and given an audition. Tryouts started the following day and will continue through the first week of August. Many of the applicants were from out of town.

LOOK WHAT WE-UNS GOT FER YOU-ALL!

One of the reasons Station WAVE stands out in Kentucky is that in many cases, our local programs compete with even our best NBC attractions .... For example, we point with pride to Happy Jack Turner, famous NBC star, and to our Kentucky Clocker—both of whom are now under contract to WAVE local advertisers, but will soon be available for your sponsorship .... Want further facts?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K.C.

"When You Ride in Your Car You Put Money in Texas Pockets!"

TEXAS produces over 40% of the crude oil that keeps America "on wheels", and this giant industry alone **creates over $1,000,000 in new wealth** in the Lone Star State **every day in the year** . . . has an annual payroll in Texas of over $150,000,000 . . . purchases $876,000,000 worth of supplies and equipment each year! That's why, "when you ride in your car, you put money in Texas pockets".

TEXAS' major industry creates a huge and desirable market unaided, but coupled with agricultural leadership and industrial enterprise, the Lone Star State stands out as "the bright spot of the Nation" . . . And to reach prosperous Texas by radio, there's only ONE medium —The Texas Quality Network. This combination of "first in public favor" stations thoroughly blankets Texas at surprisingly low cost.

THE TEXAS QUALITY NETWORK

50,000 Watts — WFAA — DALLAS
50,000 Watts — WBAP — FORT WORTH
5,000 Watts (D.) — KPRC — HOUSTON
50,000 Watts — WOAI — SAN ANTONIO

National Representatives: Edward Petry & Co.

★ ★ ★
WNOX
New Five Story Quarters Keep Pace With Progress In The TVA Territory
★ ★ ★
WNOX
KNOXVILLE, TENNESSEE

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

WJAY

Cleveland · 610 Kilocycles

FIRST IN CLEVELAND IN

FOREIGN PROGRAMS

TIME, Ju'y 13, Says:

"Cleveland's population is 72% *foreign* . . . its "Streets of the World" in the Great Lakes Exposition, contain 186 buildings, sponsored by the city's own . . ."

WJAY's greatest strength lies in its tremendous following with this important group. You can sell Cleveland *right* with WJAY and its powerful Homeland Programs.

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

WIRE OR PHONE FOR WJAY'S "FACTS"

LITTLE RED SCHOOL SELLS FLOUR

Airy Fairy Program on KSD Staged in Quaint Locale With Human Interest as Success Secret

AT 1:30 each Sunday afternoon, from loudspeakers in thousands of St. Louis homes come the familiar strains of the Missouri Waltz, identifying one of KSD's most popular radio features. The station announcer makes a few concise remarks, then comes the cue, "Okay, Golden Valley . . .take it away!" and they are on the air at the Little Red School House in Golden Valley.

Such are the bare facts, but behind them is an interesting story concerning the origin of this increasingly popular program. Golden Valley is a beautiful, fertile region in Western Missouri where some of the world's finest wheat is grown, and richly endowed by Nature, indeed, is this lovely land; luxuriantly foliaged rolling country, with its extensive fields of waving golden grain, its wooded hills and green meadows, and this entire panorama set off by a pattern of silver, woven by the valley's clear and sparkling streams.

A Radio Natural

THE NATURAL beauty of this scene has provided appropriate locale for the originating point of these programs, the Little Red School House. The School House, in turn, has provided an appropriate stage for the community meetings conducted each Sunday by Prof. Beaseley, beloved Golden Valley schoolmaster over a quarter of a century.

The Village folk of Golden Valley and the neighbouring farmers are tremendously proud of their principal agricultural product, wheat, and enthusiastically proclaim it the finest in all the world. From this wonderful wheat Airy Fairy Flour is made, the lightest and whitest and finest textured ever. At a contest held some years ago in the Little Red School House to select a suitable name for this flour, little Anna Belle Clinton was given the prize for the name "Airy Fairy". The grand party held in her honor was the beginning of two famous runs. It marked the beginning of the rise to new and greater fame for Golden Valley's celebrated flour, under its new name, "Airy Fairy", and it also marked the inauguration of Prof. Beaseley's widely-known Sunday afternoon community gatherings, the fame of which has spread over the entire country.

The story of both is now related in extremely interesting fashion on the KSD broadcasts. Age is no obstacle on this program. One of the youngest performers, to date, was all of three years old, while the oldest was another well-known school-teacher who was approaching the three-score-and-ten mark. On a recent broadcast a young miss of 12 was unusually successful, and brought her entire family the following Sunday, mother, father and two brothers. The five had the time of their lives singing the old songs the older people had loved so well in the early days of the valley's history.

The basis of the extraordinary success of both the programs and Airy Fairy Cake Flour may be summed up in two words, *human interest*. The professor is a human and intelligent character, kind . . . sympathetic, and with a sense of humour, that will crack the shell of the most hard-boiled sophisticate. The other people who participate in the programs are not finished performers; they are human beings who are having a grand time.

Commander Larabee Corp., Minneapolis, is the sponsor and Chappelow Adv. Co., St. Louis, is agency.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

•

Bigger Business!

FACT: Summering in the resort Asheville area are more free-spending vacationers and tourists than in years.

RESULT: Business is UP now—and will continue to be stimulated for months to come.

Put Your Campaign on WWNC—Share This Bigger Business!

Colgate on CBS Network With Goose Creek Parson

COLGATE - PALMOLIVE - PEET Co., Jersey City (Super Suds) on Aug. 20 will start the popular Don Lee *Goose Creek Parson* program on a nationwide CBS network of 64 stations, three times a week. The program emanates from the Country Church of Hollywood, with Josiah Hopkins, clergyman, his wife and daughter and the church choir participating.

Broadcast time will be Sundays 7:15-7:30 p. m. and Wednesdays and Fridays 7:30-7:45 p. m., with rebroadcast at 12 midnight. With the change from daylight time Sept. 28 the program will be heard at 7:30 p. m. Mondays, Wednesdays and Fridays with rebroadcast at 11 p. m. Last spring Colgate sponsored the program on the Don Lee network for Peets granulated soap. Benton & Bowles Inc., New York, placed the account.

WJSV Seeks Move

WJSV, CBS owned station serving Washington, but which actually is located in Alexandria, Va., across the Potomac from the Capital City, on July 23 filed with the FCC an application to move main studios from Virginia to the Earle Bldg., in Washington, where its business offices are located, along with supplementary studios. The application was filed as a means of changing the official location to Washington. Under the old quota-system, scrapped by repeal of the Davis Amendment by Congress in June, WJSV was charged to the Virginia quota. Since quota is no longer a legal factor, the shift is sought by WJSV.

Rep. Monoghan Beaten

REP. JOSEPH P. MONOGHAN (D-Mont.), author of a bill at the last session of Congress which proposed government operation of broadcasting, will not return to Congress when it convenes next January. He was defeated in the Democratic primaries for the Senate by Senator James E. Murray, and forfeited his opportunity to run for reelection in the House. Mr. Monoghan had developed an antagonism for commercial broadcasting and during his campaign attacked KGIR, Butte, Mont., and its owner-manager, Ed Craney. Mr. Monoghan's bill (H R-8475) did not get out of committee during the last session.

WLAC Seeks 50 kw.

AN INCREASE in power from 5,000 to 50,000 watts on its high-power regional channel of 1470 kc., was requested by WLAC, Nashville, in an application filed with the FCC Broadcast Division July 17. There is also pending before the FCC the application of WCKY, Cincinnati, operating on the high-power regional of 1490 kc., for a similar increase.

New Carlsbad Station

A NEW local station in Carlsbad, N. M., was authorized July 22 by the FCC Broadcast Division to the Carlsbad Broadcasting Co. The station will operate on 1210 kc. with 100 watts unlimited time. Partners in the organization are Barney Hubbs, A. J. Crawford, Jack Hawkins, and Harold Miller.

PROGRAM STUDIED FOR CAIRO PARLEY

A PROPOSAL that the radio industry and government agencies study the technical phases and needs of high frequency international broadcasting, with the possibility of recommending an increased number of channels to the 1938 Cairo International Telecommunications Convention, was a feature of the preparatory work of the American committee July 16 at the FCC in the formulation of this nation's program for the parley.

The preparatory committee, headed by FCC Chief Engineer T. A. M. Craven, took up allocations and decided to hold in abeyance until the fall of 1937, pending further study, any recommendations on world allocations of the ultra-high frequencies and to analyze during the next year the characteristics and interfering range of this portion of the spectrum to give the American delegation a complete foundation for the Cairo conference.

The study of international broadcasting was proposed by James W. Baldwin, NAB managing director, after his recommendation for the United States to propose at Cairo a considerable widening of the international broadcast band had been rejected by the preparatory committee. Mr. Baldwin also lost by a committee vote a proposed recommendation to allocate to broadcasting the longwave bands of 180-210 kc. and 520-540 kc., being overridden by a large vote because of the effect of this move upon established government and marine services and the proximity of the second band to the 500 kc. international distress call frequency. Mr. Baldwin, however, plans to submit a minority report which will receive consideration at the main committee during early August when the final preparatory work of formulating the American proposals to the Cairo parley will be accomplished.

Omega Oil Fall Plans

BLOCK DRUG Co., Brooklyn (Omega Oil) will launch an unselected program on WEAF, New York, Oct. 5, 7:45-8 p. m. The broadcast is signed for 26 weeks through Husband & Thomas Inc., New York. More stations will be announced shortly, it is understood, for a spot campaign.

American Home on NBC

AMERICAN HOME PRODUCTS Co., New York, has signed with NBC for a three-quarter hour block five mornings weekly for 39 weeks on the Red network to promote three of its products on adjoining programs from 10-10:45 a. m. with repeat at 1:15 p. m., using basic Red with WSAI for mornings and Red Mountain and Pacific for the rebroadcast. During the first quarter-hour Anacin will be promoted. The second will be devoted to Outdoor Girl or Kissproof lipstick and Kolynos toothpaste will receive the third quarter-hour. Talent has not yet been selected although it is tentatively planned to use *Mrs. Wiggs* for Anacin. Blackett - Sample - Hummert Inc., New York, is agency.

Cudahy on CBS

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser) will start a dramatic sketch *Bachelor's Children* on 7 CBS stations (WBBM, WHK, WJR, WABC, WCAU, WCAE, KMOX) Sept. 28, Mondays through Fridays, 9:45-10 a. m. It is believed to be the first time the sponsor has used networks to promote the product. Roche, Williams & Cunnyngham Inc., Chicago, placed the account.

PUERTO RICO'S fourth broadcasting station was authorized by the FCC July 17 when it granted the application of Emilio Defillo Ramirez to erect a 100 watt night and 250 watt day outlet on 1370 kc. in Mayaguez. Mr. Ramirez operates the Porto Rico Advertising Co.

The Political Campaign

(*Continued from page 8*)

Mr. Allen

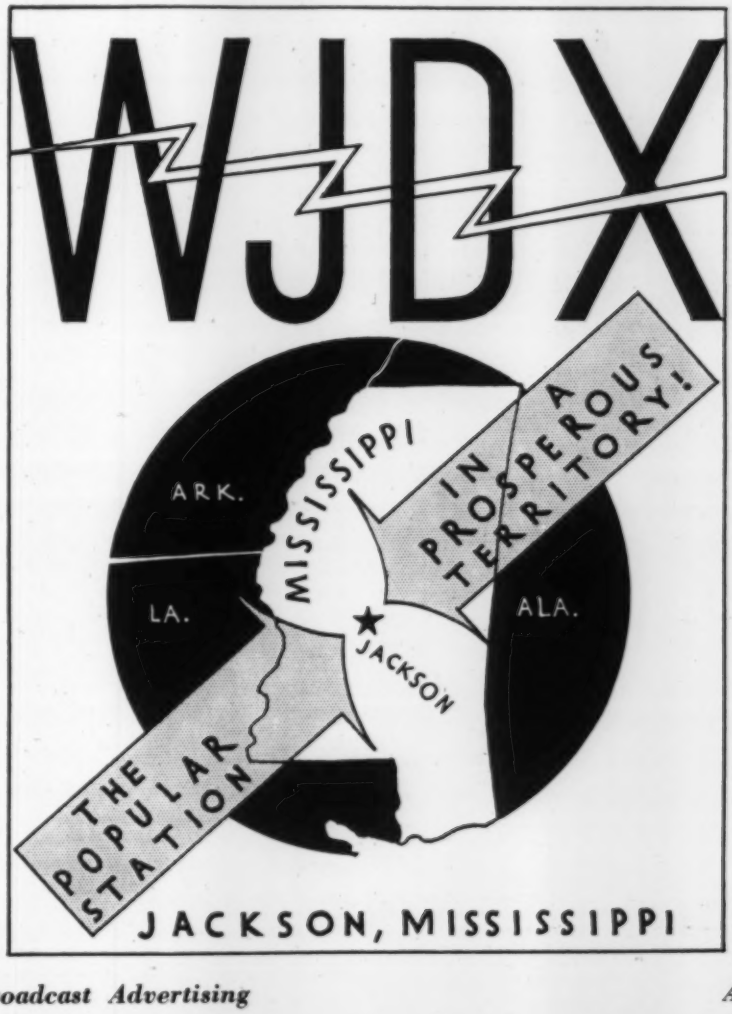
works as well as numerous one-time broadcasts, is a foregone certainty. They also plan to have transcriptions made, featuring programs addressed specially to foreign language groups, but these plans are still in the contemplation stage. The first plans for the purchase of local time were left to Mr. Allen who on July 28 was dispatched into the field from New York as advance radio agent for G.O.P. Chairman Hamilton's speaking tour extending from July 31 to Aug. 15. He will buy local station time for each of Mr. Hamilton's speeches, and in a few instances may buy regional hookups.

The Hamilton tour will include cities in Indiana, Iowa, North Dakota, Utah. Idaho, Montana, Washington, Oregon, California, Arizona, New Mexico, Texas, Coloradio, Oklahoma and Missouri, and will wind up in Chicago for an Aug. 15 rally.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.



Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Advertisement

Out Here In Chicago...

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too—so send along any item you have!

HEART throbs beat an emotional accompaniment the other day when WCBD was "taken over" by the ex-bad-boy wards of the Big Brothers Association—the occasion, the start of the third year of broadcasting over WCBD messages of substantial hope to misdirected boys.

* * *

Do we ever tell you wrong? Glenn Snyder of WLS justified the opinion expressed in this column a month ago that he was "tops" as a radio executive when he made the NAB Convention glide happily along!

* * *

When Sam Hutton of Erwin Wasey renewed Clorox the other day, he said some mighty kind words about "personal service" on the part of our WGES staff. We try to treat the other fellow's problem as if it were our own.

* * *

Soon after this issue goes to press, WSBC will put on its best "bib and tucker" to welcome celebrities to initiate a brand new radio "set-up" in Chicago: It's WSBC's new studio and new radiator 289 ft. above the street, atop Mid-Town office building. We believe it's America's *model* local station right in the Nation's population center. It has long been *Chicago's* greatest local station!

* * *

Still another pet peeve: We've long since disposed of the announcer who introduced musical numbers with "and now"—but we don't seem to be able to change the fellow who comes in following an episode in a skit with "well, it looks as if, etc."

* * *

Andrew T. Stanton (ex-WGES, WCAU, WMCA, WLW, etc.) reminds us that WGES was the first radio station in America to use a "tailor-made" program for an advertiser, special artists, continuity, theme and all—and WGES originated the radio "strip" (continued skit) way back about the same time.

* * *

Advertisers who know, tell us our WCBD rates are TOO LOW! (5 kw on 1080) There'll be a right smart shift upward in September, we've been replying.

Gene T. Dyer

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

SEARS ROEBUCK & Co., Chicago (mail order house) on Sept. 3 starts unannounced program on 91 CBS stations, Thursdays, 10-10:30 p. m. Placed direct.

MALTEX CEREAL Co., Burlington, Vt. (cereal) on Sept. 14 starts *Adventures of Donald Ayer* on 20 CBS stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: J. M. Mathes Inc., N. Y.

TILLAMOOK COUNTY CREAMERY Assn., Tillamook, Ore. (dairy products), on Sept. 25 starts for 13 weeks *Bennie Walker's Tillamook Kitchen* on 5 NBC Pacific Red stations, Fridays, 10-10:15 a. m. (PST). Agency, Botsford, Constantine & Gardner Inc., Portland, Ore.

WTOC

SAVANNAH

Georgia's Seaport

•

Only station covering Coastal Empire Section of Southeast Georgia and Carolina.

1,000 watts

Full-time CBS Affiliate.

PAUL RAYMER CO.

National Representatives

New York City

CUDAHY PACKING Co., Chicago (Old Dutch cleanser) on Sept. 28 starts *Bachelor's Children* on 7 CBS stations, Mon. thru Fri., 9:45-10 a. m. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

RALSTON-PURINA Co., St. Louis (cereals) on Sept. 28 starts unannounced program on basic NBC-Red network, Mon. thru Fri., 5:15-5:30 p. m., rebroadcast to KSD at 6:15-6:30 p. m. Agency Gardner Adv. Co., St. Louis.

MARNEY PRODUCTS, Los Angeles (Marco dog food) on July 17 started *Juvenile Revue* on 3 Don Lee stations, Fridays, 7:30-8 p. m. (PST). Agency: I. F. Wallin & Associates, Los Angeles.

MURINE Co., Chicago (eye wash) on Nov. 4 starts program on 3 Mutual stations and 4 Don Lee (WOR, WGN, WLW, KHJ, KFRC, KGB, KDB), Wednesdays, 8:30-9 p. m. Agency: Neisser-Meyerhoff, Chicago.

GRUEN WATCH MAKER'S GUILD, Cincinnati (watches) on Sept. 18 starts program featuring Frank Hawks, the flyer, on 4 basic Mutual stations, Fridays, 8-8:30 p. m. Agency: DeGarmo Corp., N. Y.

CARBORUNDUM Co., Buffalo (abrasives) on Oct. 17 starts *Carborundum Band* on 18 CBS stations, Saturdays, 7:30-8 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

CHEVROLET MOTOR Co., Detroit (autos) on Oct. 18 starts *Rubinoff* on 88 CBS stations, Sundays, 6:30-7 p. m. Agency: Campbell-Ewald Co. Inc., Detroit.

BANK OF AMERICA National Trust & Savings Assn., San Francisco (home loans) on July 28 started for 52 weeks *House of Melody* with John Nesbitt, commentator and Meredith Willson's orchestra, on 2 NBC-KPO stations, Tuesdays, 9-9:30 p. m. (PST). Agency: Charles R. Stuart Co., San Francisco.

WILLIAM R. WARNER & Co. Inc., New York (Sloan's Liniment) on Oct. 5 starts *Warden Lawes* on NBC-Blue network, Mondays, 9:30-10 p. m. Agency: Cecil, Warwick & Cecil Inc., N. Y.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm) on Sept. 4 starts *First Nighter* on NBC-Red network, Fridays, 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

WHEATENA Co., Rahway, N. J. (cereal) on Aug. 31 starts *Popeye, the Sailor* on 33 CBS stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Rohrabaugh & Gibson Inc., Philadelphia.

GILLETTE SAFETY RAZOR Co., Boston (safety razors) on Sept. 6 starts *Community Sing* on 94 CBS stations, Sundays, 10-10:45 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

PACKER MFG. Co., New York (tar soap, shampoo) on Sept. 27 starts program on basic NBC-Red network, Sundays, 2:30-3 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

RADIO GUIDE Inc., Chicago (*Radio Guide* magazine) on Oct. 2 starts unselected program on the basic NBC-Blue network, Fridays, 10-10:30 p. m. Account placed direct.

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax) on Oct. 2 starts *Death Valley Days* on the Basic NBC-Blue network, Fridays, 8:30-9 p. m. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., New York (Minute Tapioca) on Oct. 4 starts musical program on NBC-Blue basic network with Group B, plus KLO and the Pacific Coast Blue, Sundays, 5:30-6 p. m. Agency: Young & Rubicam Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (Silverware) on Sept. 27 starts unannounced program on NBC-Red basic network with WLW, the Red Mountain and Pacific groups, Sundays, 4:30-5 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

CAMPANA SALES Corp., Batavia, Ill. (Campana's Italian Balm) on Oct. 4 starts *Grand Hotel* on the basic NBC-Red network with WSAI, Northwest, Red Mountain and Pacific groups. Agency: Aubrey, Moore & Wallace Inc., Chicago.

AMERICAN HOME PRODUCTS Co., New York (Anacin, Kolynos toothpaste, Outdoor Girl or Kissproof lipstick) on Sept. 14 starts three dramatic programs on basic NBC-Red network with WSAI and the Red Mountain and Pacific groups, Mon. thru Fri., 10-10:45 a. m. for basic network and 1:15-2 p. m. for western groups. Agency: Blackett-Sample-Hummert Inc., N. Y.

GENERAL SHOE Corp., Nashville (Jarman shoes) on Sept. 15 starts program on NBC-Blue network, Tuesdays, 10:30-11 p. m. Agency: C. P. Clark Inc., Nashville.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food) on Sept. 1 starts *Tea Time at Morrell's* on 27 NBC-Red stations, Thursdays, 4-4:30 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds) on Aug. 30 starts *Goose Creek Parson* on 64 CBS stations, Sun., 7:15-7:30 p. m., Mon., Fri., 7:30-7:45 p. m., rebroadcast at 12 midnight, on Sept. 28 shifting to Mon., Wed., and Fri., 7:30-7:45 p. m., with rebroadcast at 11 p. m. Agency: Benton & Bowles Inc., N. Y.

SINCLAIR REFINING Co. Inc., New York, on Sept. 4 starts *Red Grange* on NBC-Red network with Group B, Southwest, Northwest, Southeast, Southcentral and Mountain Red, Fri., 10:30-10:45 p. m. and Sat., 7-7:15 p. m. Agency: Federal Adv. Agency Inc., N. Y.

Renewal Accounts

LEHN & FINK PRODUCTS Co., New York (Lysol) on Aug. 3 renews *Life of Mary Sothern* on 4 MBS stations (WLW, WGN, WCAE, WGAR), Mon. thru Fri., 5:15-5:30 p. m., with repeat to WGN at midnight. Agency: Lennen & Mitchell Inc., N. Y.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice) on Aug. 21 renews Irene Rich in *Lady Counselor* on 30 NBC-Blue network stations, Fridays, 8-8:15 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Sept. 30 renews *Andre Kostelanetz Orchestra* on 93 CBS stations, Wednesdays, 9-9:30 p. m. and Fridays, 10-10:30 p. m. Agency: Newell-Emmett Inc., N. Y.

B. T. BABBITT Co., New York (Bab-O cleanser) on Aug. 24 renews *David Harum* on 20 NBC-Red network stations, Mon. thru Fri., 11-11:15 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

LEVER BROS. Co., Cambridge (Lux soap) on July 27 renewed *Lux Radio Theatre* on 65 CBS stations, Mondays, 9-10 p. m. Agency: J. Walter Thompson Co., N. Y.

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise) on Sept. 1 renews for 13 weeks *Good Morning Neighbor* on 12 CBS-Don Lee stations, Tues., Fri., 10:15-10:30 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., San Francisco.

Network Changes

WILDROOT Co., Buffalo (hair tonic and shampoo) on Oct. 1 will be heard Thursdays, 7:30-7:45 p. m., on CBS.

PET MILK SALES Corp., St. Louis (canned milk) on Sept. 29 shifts to Tues., Thurs., 11-11:15 a. m., on CBS.

PACKARD MOTOR CAR Co., Detroit (motor cars) changes time of the Fred Astaire program starting Sept. 8, to 9:30-10:30 p. m. Agency: Young & Rubicam Inc., N. Y.

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea) on Aug. 13 changes *Dream Singer* to Thursdays, 11:30-11:45 a. m., on NBC-Red network. Agency: Frank Presbrey Co., N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap) on July 28 shifted *Wife Saver* to Tues., Thurs., 7:30-7:45 p. m. on NBC-Red network. Agency: Peck Adv. Agency Inc., N. Y.

We Shall Produce Dollars

Is it true what they say about SERVICE?

WE'LL SAY IT IS!

You can talk about COVERAGE — but it's SERVICE the advertiser wants!

One advertiser challenged us thusly:

"Ours is a new account. You can 'write your own ticket' if you show us some real results. Can you get us 1,000 responses in 2 weeks?"

WHAT DID WE DO?

We did just what you'd do too — rolled up our sleeves and went to work for him!

RESULT: 1796 RESPONSES IN 12 DAYS!

USE

W S P D

A Basic Columbia Outlet

Studios: COMMODORE PERRY HOTEL, Toledo, Ohio

Transmitter: PERRYSBURG, Ohio

Representatives:

Joseph H. McGillvra, 485 Madison Avenue, New York, N. Y.

John K. Kettlewell, 919 N. Michigan Ave., Chicago, Ill.

Walter Biddick, 568 Chamber of Commerce Bldg., Los Angeles, California

Sales Results

FOLLOW

LISTENER INTEREST

● **In the first six months of 1936 WLS received 1,003,511 letters—479,962 or 47.8% contained proof of purchase.**

50,000 WATTS **WLS** CLEAR CHANNEL

CHICAGO

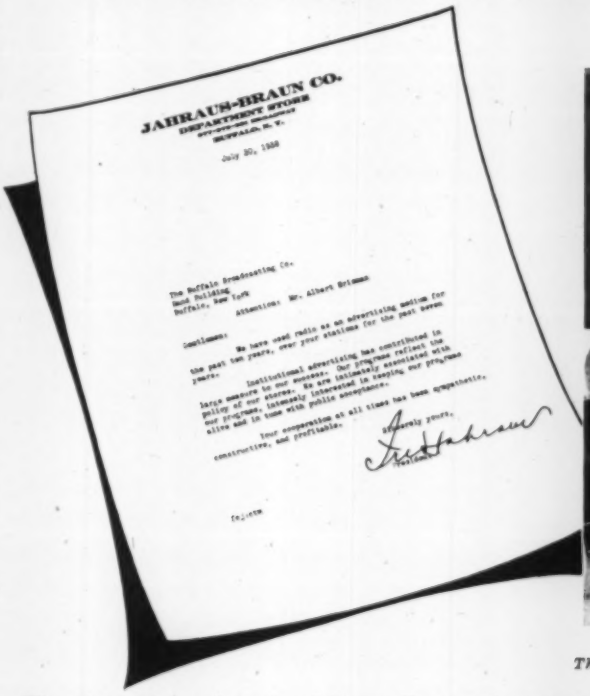
WGH

Gives Live Local Representation In Three Prosperous Cities With Studios and Offices

NORFOLK — PORTSMOUTH —NEWPORT NEWS

ROLL CALL *at* B.B.C.

THROUGH SEVEN LONG YEARS OF BOOM—DEPRESSION—RECOVERY WGR PRODUCES FOR DEPARTMENT STORE . . . . . .



JAHRAUS-BRAUN CO.
DEPARTMENT STORE
BUFFALO, N. Y.

July 30, 1936

The Buffalo Broadcasting Co.
Ellicott Building
Buffalo, New York

Attention: Mr. Albert Brimm

Gentlemen:

We have used radio as an advertising medium for the past ten years, over your stations for the past seven years.

Institutional advertising has contributed in large measure to our success. Our programs reflect the policy of our stores. We are intimately associated with our programs, intimately interested in results, our programs alive and in tune with public acceptance.

Your cooperation at all times has been sympathetic, constructive, and profitable.

Yours very truly,

Fred C. Jahraus
President

fcj:ctm

The Jahraus-Braun Half Hour of Familiar Songs . . . a twice-weekly WGR feature for the past seven years.

We might claim that the Jahraus-Braun Company is the oldest broadcast advertiser among department stores.

We do claim that their Half Hours of Familiar Songs are better known to the million and a half radio listeners of Western New York than many a network show.

As Mr. Fred C. Jahraus states in his letter, we have cooperated in the development of this program and its advertising theme. That's what we try to do with all advertisers, whether they plan to spend $10 for an announcement or $1000 a week for a smashing campaign. Maybe that's one reason why an overwhelming majority of all national non-network and local advertisers prefer WGR and WKBW.

If you are planning a campaign in the Buffalo market, be sure to include WGR and WKBW on your lists. Complete facts about the market and the station are yours for the asking.

WGR *. . . The Ends of the Dial . . .* **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free & Sleininger, Inc.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Transfer of KGKO Favorably Reported

Shift From Wichita Falls to Ft. Worth to Be Blue Outlet

Mr. Hough

REMOVAL of KGKO from Wichita Falls into Fort Worth, where it is planned to operate it as an NBC-Blue outlet, has again been recommended to the FCC Broadcast Division in a report by Chief Examiner Davis G. Arnold based on hearings held in both Texas cities last January. The station was purchased last winter by Amon G. Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, Fort Worth, subject to FCC approval of the move, which was granted in September 1935, but which was reconsidered and ordered for hearing after protests by KTAT, Fort Worth.

Unless new opposition develops, KGKO expects to be in operation as the Fort Worth-Dallas outlet for the basic NBC-Blue Network by Sept. 1, with WFAA, Dallas, and WBAP, Fort Worth, which share their clear channel with a mutual 50,000 watt transmitter, becoming a basic NBC-Red Network outlet in lieu of their present supplementary status. KGKO operates with 250 watts night and 1,000 watts day on 570 kc. It is planned to keep its present staff intact, with D. A. Kahn continuing as manager, under the supervision of Harold Hough, WBAP manager.

It was indicated as BROADCASTING went to press, that the Wichita Falls chamber of commerce and other civic interests, have asked the FCC for an extension of time in which to file exceptions to Mr. Arnold's report, designed further to delay the move.

Examiner Arnold held against the protests of KTAT, formerly operated by Southwest Broadcasting System, but sold last April to Raymond Buck, Fort Worth attorney, as part of the deal whereby Hearst Radio Inc. acquired four of the SBS outlets and Mr. Buck the one in Fort Worth. The protests were based largely on economic grounds, but Mr. Arnold held that claims of injury to KTAT from competition for talent or advertising support and other evidence were "not convincing".

Mr. Arnold also held against the pleas that Wichita Falls would be deprived of local radio service, which he said was not stressed in the case. "The records of the Commission," his report stated, "disclose that there are now pending two applications for construction permits to establish radio broadcast stations in the city of Wichita Falls, either of which, if granted, would furnish adequate local radio service to that city and the surrounding area."

While no definite moves to that end have yet been made, it is understood from reliable sources that the *Dallas News*, operator of WFAA, may seek to purchase WBAP from Mr. Carter, thus giving it full time for its station on their present shared clear channel while the *Fort Worth Star-Telegram* confines itself to KGKO as its full-time outlet, each to have a basic NBC connection.

Coincident with the issuance of the KGKO report, Examiner George H. Hill recommended in another report that the application of Dorrance D. Roderick, publisher of the *El Paso Times*, for a new 100-watt full time station on 1500 kc. in that community, be granted. The Broadcast Division previously had granted this application without a hearing, but held a hearing in May upon the protests of KTSM. El Paso.

RMA Slate Announced

APPOINTMENT of committee heads of the Radio Manufacturers Association for the ensuing year, has been announced by President Leslie F. Muter. Dr. W. R. G. Baker, of General Electric, has been reappointed chairman of the Engineering Committee; Arthur Moss, of New York City, reappointed chairman of Credit Committee and A. H. Gardner of Buffalo, named chairman of the Legislative Committee succeeding Paul B. Klugh, of Chicago, who has retired from RMA board of directors.

50 Kw. CBS Outlets For Dallas, New Orleans

BOLSTERING the position of CBS in the South, particularly in view of current expansion plans contemplated for the NBC-Blue network, authoritative sources have revealed that both WWL, New Orleans, and KRLD, Dallas, will shortly apply to the FCC for authority to increase their powers to 50,000 watts. WWL, operated by Loyola University, now uses 10,000 watts on the 850 kc. clear channel.

KRLD, operated by the *Dallas Times-Herald*, uses 10,000 watts on 1040 kc., which is occupied part time also by WTIC, Hartford 50,000 watter, under a special authorization of the FCC permitting joint occupancy of that clear channel on an experimental basis. NBC previously had made known its plans to make WFAA-WBAP, Dallas-Fort Worth, a basic Red outlet if KGKO, Wichita Falls, is moved into Fort Worth where it is to become basic Blue. NBC also has plans to add WDSU, New Orleans 1,000 watter on 1250 kc. to its Blue network.

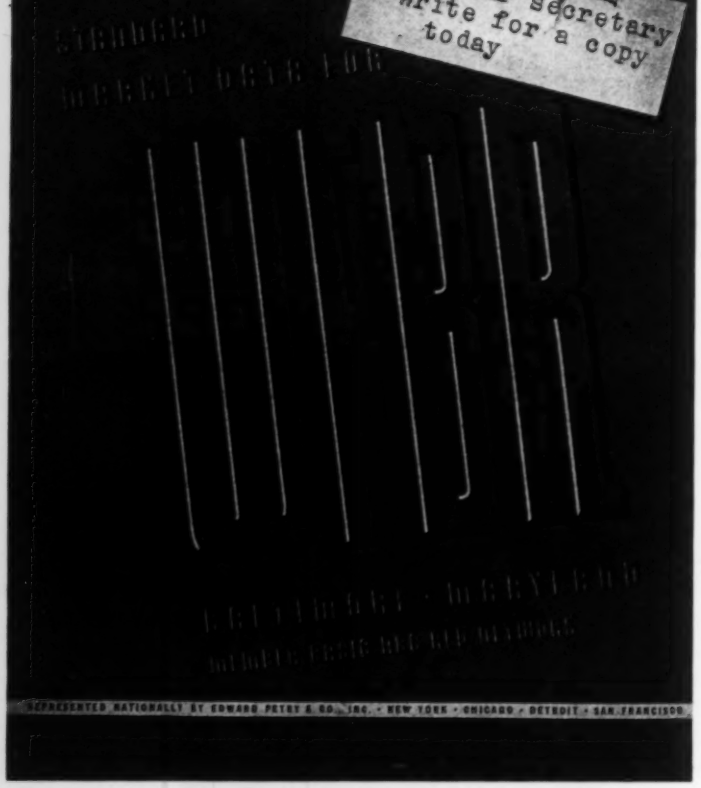
Tests of Coaxial Cable To Be Started in Autumn

WHILE installation of the new A. T. & T. coaxial cable between New York and Philadelphia to be tested for television transmission is progressing rapidly, no testing of the circuit in its entirety is expected before November or December. The principal task is installation and testing of repeaters, which must be accomplished to complete satisfaction before the over-all testing of the entire cable can be done. The cable itself has been stretched from New York southward towards Philadelphia in the underground ducts to a point several miles south of Princeton, N. J., according to spokesman for the Bell Laboratories.

Repeater stations at Newark and Princeton have been completely installed but so far only one of the manhole repeaters to be spaced ten miles apart in the 99-mile cable span between the two cities has been put in place. The terminal equipment at the Long Lines Department at 32 Sixth Ave., New York, and at the Bourse Bldg., Philadelphia, has been installed and is now being wired. The cable placing has moved along very satisfactorily with all splices in the various sections completed.

Sears, Roebuck on CBS

SEARS, ROEBUCK & Co., Chicago mail order house which also operate numerous retail outlets, on Sept. 3 will join the ranks of network advertisers, having contracted with CBS for an unannounced program on 93 stations using the 10-10:30 p. m. period (EDST) on Thursdays. The account was placed direct.



WJBY
is doing a good job in *Gadsden, Alabama's 2nd Industrial City* and the rubber center of the South.

SELL ALL SOUTH CAROLINA
5000 WATTS
G. RICHARD SHAFTO
MANAGER
WIS
COLUMBIA
560 KILOCYCLES
FREE, JOHNS & FIELD, Inc.
NAT'L REPRESENTATIVES

DICTATOR TROUBLE
Kaltenborn Interview With Nazi Is Cancelled

THE tribulations that beset those handling broadcasts from abroad, particularly in the dictator countries which jealously guard radio as their own propaganda instrument, were illustrated July 26 when an interview H. V. Kaltenborn, CBS commentator now touring Europe, was to have relayed to the CBS network was suddenly cancelled for "technical reasons".

Mr. Kaltenborn had scheduled Dr. Arthur Karl Greiser, president of the Danzig Senate, for a talk, and from London that day he told the CBS audience that "the Nazi government of Berlin refused to permit the President of the Free State of Danzig to speak to free America, which indicates that even in so relatively unimportant matters as an interview with the head of a State there are international complications." Mr. Kaltenborn said Danzig's Nazi leader had ordered the cancellation on orders from Berlin, and that no technical troubles were possible in view of the fact that the interview was to have been carried to London by telephone and thence broadcast to New York via shortwave.

CBS was first, however, to get a first-hand broadcast report out of Spain the morning of Sunday, July 26. It engaged Dan Brigham of the Paris office of the *New York Times* to work with G. H. Vanackere, Paris aide of Cesar Saerchinger, CBS European representative, to interview refugees from Spain's civil war as they crossed the Spanish border at Hendaye on the French side. They were on the air 15 minutes from 10:15 a. m., (EST).

NBC Latin Series

NBC, on July 22, began broadcasting a 15-minute sustaining program every Monday, Wednesday and Friday night to Central and South American countries through the facilities of W3XAL, Bound Brook, N. J. The programs, in Spanish, consist of news comments and notes about radio and motion picture stars. Dan Russell does the announcing for NBC. The program is titled *El Pan-Americano*. In the near future it is expected that a full hour program will be broadcast to the Latin American countries every evening via shortwave. For the last four years NBC has exchanged numerous programs with the Latin American countries but this is the first series especially built for South American listeners. W3XAL operates on 6,100 kc.

Maltex to Return

MALTEX CEREAL Co., Burlington, Vt. (cereal) will return to the air Sept. 14 on a scoie of CBS stations with a script program titled *Adventures of Donald Ayer*, Mon., Wed., Fri., 5:30-5:45 p. m. J. M. Mathes Inc., New York, has the account.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

Jewelry On the Air

(Continued from page 13)

the photograph of the Radio Reporter (no name mentioned) and his message which is continued on the back page. The double-page spread on the inside is devoted to the advertised items and special numbers.

A Bit of Novelty

TO INJECT a little more novelty into the program, a listener who took a great deal of active interest in the broadcasting and who had a sense of humor, was featured for awhile as "Moon Mullins" of the air. He talked "natural" and fan mail doubled.

The commercials are written by WHB and are "regulation" announcements. Here are a few lines out of one announcement: "Many feel that there is bound to be a period of inflation and what better hedge against inflation could you make than the purchase of a fine diamond? No one who owns a diamond is ever down and out. Many regard them as the best investment because of their portability and constant value. You can buy a fine diamond at Harris-Goar's for as little as $39.50. Our convenient payment plan enables you to spread the cost over a year, with the privilege of wearing it from the time of the first payment."

The idea back of all the letters, broadcasting and promotion work is to get prospective customers to come to the store. They must go to the store for their prizes—to see and take part in the broadcasting—to open an account. Over 75% of the business secured is credit. Proper reception at the store to those who respond is given special attention and they find getting credit at Harris-Goar's is not an inquisition. But that doesn't mean loose credit.

Radio advertising enables the firm to change its schedule quickly, according to fluctuating circumstances or weather which would not be possible with newspaper forms ready for the press. It gets over the personal element lacking in newspaper advertising, the firm has found. The publicity value and good-will building secured, is rated much higher than that which other advertising media bring and puts drama and fun into commercial promotion. Crowds have numbered over a hundred and they respond despite the worst sort of weather.

The same stunt is used at the firm's Topeka and Lincoln stores. The approximate cost is $500 for four weeks broadcasting using 15 minutes daily except Sunday and the results obtained are well worth the amount invested, according to Mr. Goar.

"If you desire to use this plan," Mr. Goar stated, "be sure to get a good radio reporter who lets the prospective customers do most of the talking. That's why they come—not to hear the dulcet tones of a conceited announcer who wants to do all the talking. The idea is to make the prospects think they are clever and not to build up the announcer's personality, only as an indirect bi-product. Don't select the radio station according to watts but according to the type of cooperation the radio station might be able to extend. Our radio stunt is the best Harris-Goar's has ever sponsored, judging solely by results obtained".

Kindig Station Denied

REVERSING Examiner George H. Hill, the FCC Broadcast Division July 22 denied the application of W. H. Kindig, Los Angeles politician, for a new station in that city to share time with KFAC, Los Angeles. Considerable stir was caused by the application because of statements made on behalf of Mr. Kindig at a formal hearing to the effect that he would throw the station open to all comers. Simultaneously the FCC granted KFAC a renewal of its license for unlimited time.

Sound Effects
(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

"PAUSE for Station Announcement"

IS IT TRUE
WHAT THEY SAY
ABOUT DIXIE?
. . . *10,000 times, no!*
HILLBILLIES DO
NOT SELL PATENT
MEDICINES OVER

WBIG

A high program standard has built for WBIG an unassailable position in this FAVORED region. Excellent local and complete Transradio News Service, together with affiliation with the world's greatest network, the Columbia Broadcasting System, puts WBIG tops in North Carolina listener interest!

Your Station is WBIG in Greensboro, N.C.

WE "RING THE BELL" Every Time

An advertising campaign placed with KWK assures you of a definite increase in sales.

We have never failed to show the advertiser satisfactory results.

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.
Representative - - PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

B O U N D

To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

$3.00 POSTPAID

(Your Name in Gold 25c Extra)

BROADCASTING
Broadcast Advertising

National Press Bldg., Washington, D. C.

Plans for Reallocation Hearing

(Continued from page 11)

neering solution of the radio problem.

"Some of the schools of thought affect the entire allocation system and some of the proposals will have advantages as well as disadvantages. Therefore, it is felt that prior to any basic decision on the part of the Commission to change or not to change its regulations, the entire industry should have an opportunity to come before the Commission in an informal public discussion of the existing broadcasting problems as well as to determine the merits of any proposals for changes in the principles of allocation.

"It is felt that the hearing on October 5, 1936 will afford the Commission and the industry the opportunity to cooperate in an open manner toward a logical solution of the existing broadcast problems confronting the nation."

Plans of the networks have not yet been advanced but it is certain they will present views on proposed changes in existing allocations. Like the clear channel group they are expected to support high power on certain channels, and perhaps East-West Coast duplication on other channels now defined as "clear" in the existing regulations.

Progress of the Art

"THE Broadcast Division," said the notice of hearing, "desires to obtain the most complete information available with respect to this broadcast subject of allocation, not only in its engineering but also in its corollary social and economic phases, to the end that such regulations and standards as it may retain or adopt will make possible such use of the band 550-1600 kc. as will provide maximum service (both transmission and reception) in the public interest. The improvements in, and the increased knowledge of, the engineering aspects of broadcasting since the inauguration of the present allocation system in 1928 will be taken into consideration." It also mentioned that repeal of the Davis Equalization Amendment, under which the so-called "unit-quota" system of distributing broadcasting facilities according to population, also would be considered.

When Congress last June repealed the Davis Amendment the FCC automatically junked its quota system, which theoretically was the yardstick by which station facilities were allocated. Thus, there does not exist any legal barrier to block assignments to areas which, under the old method of distribution, were "over-quota" in facilities. But in its notice, the FCC brings out that it wishes, among other things, to look into the desirability of establishing a new system for evaluating facilities to comply with that provision of the law which specifies that there must be provided "a fair, efficient and equitable distribution of radio service" among the stations and communities.

While the agenda for the hearing enumerates six different subjects of consideration, the notice states that this does not mean that evidence and proposals on other subjects will be excluded. Any testimony bearing on allocations matters which comes within the limitations of the hearing will be allowed. Cross-examination will be limited to Commissioners and members of the FCC staff.

Those desiring to appear, the notice sets out, must notify the FCC of that intention by Sept. 15, stating the number of witnesses, and the estimated time to be used. This information is sought to speed up the sessions. Proposed amendments of existing regulations must be submitted in writing.

Within the next few weeks the FCC plans to make public the results of its "clear channel survey" conducted during the last year, in which actual signal strength measurements not only of clear channel stations but of regionals and many locals were made throughout the country with automatic recorders. These data are now being analyzed by FCC engineers.

Hearing Agenda

THE TOPICS and sub-topics on the agenda follow:

Classification of broadcast stations:

1. Desirability of establishing new classes, or of subdividing, modifying or abolishing any existing class.
2. Proper definition of each class with respect to purpose and character of service.
3. Number of frequencies to be allocated to each class.
4. Suitability of various bands of frequencies (e.g., propagation characteristics and noise levels) in the range 550-1600 kc for the service to be rendered by each class.
5. Extent to which freedom from interference is to be secured to each class and extent to which duplicated use, night or day, of frequencies allocated to each class is to be permitted, including
   (a) number of stations to be permitted to operate simultaneously on frequencies of each class;
   (b) mileage-frequency separation tables as a method for determining permissible duplications;
   (c) advisability of establishing subclassifications of any of the principal classes;
   (d) use of frequencies allocated to one class by stations of another class;
   (e) possibility of duplicated use of a frequency by two 50 kw stations separated by a substantial distance;
   (f) consideration of hour of sunset as the dividing line between daytime and nighttime permissible duplications, and location at which sunset or other hour should be taken as such dividing line;
   (g) application of directional antennas; and
   (h) application of synchronization.
6. Maximum and minimum power requirements with respect to each class, including
   (a) increases in power above 50 kw on any class of frequency;
   (b) horizontal increases in power on frequencies on which nighttime duplicated operation is permitted, and
   (c) differentiation in maximum power at day and at night.

Standards to be applied in determining coverage and the presence or absence of objectionable interference.

1. Propagation characteristics of the various frequencies in the range 550-1600 kc, including comparison of east-west and north-south transmission, effect of intervening mountain ranges, and seasonal variations.
2. Prevailing attenuation in various parts of the country.
3. Proper ratio of desired to undesired signal.
4. Signal intensity necessary to render satisfactory service in various types of community (e.g., urban, residential, rural, etc.).
5. Relative electrical noise levels, natural and man-made, in the range 550-1600 kc and in various types of communities.
6. Frequency separation, including
   (a) the prescribed 10 kc separation between frequencies used by broadcast stations;
   (b) the customary 50 kc separation between frequencies used by broadcast stations in the same community;
   (c) mileage-frequency separation tables as a method for determining minimum geographical separation between stations using frequencies separated by from 10 to 40 kc;
   (d) permissible disparity in power between stations on adjacent frequencies;
   (e) practicable standards of receiver selectivity, and
   (f) practicable standards of receiver fidelity.
7. Proper definition of blanketing signal.
8. Legitimate assumptions with respect to Heaviside layer and sunspot cycle.

Geographical distribution of broadcast facilities.

1. Weight to be given to such factors as area, population and economic support.
2. Desirability of establishing a system for evaluating facilities (e.g., a quota system) in order to comply with Sec. 307 (b) of the Communications Act of 1934, as amended, and "to provide a fair, efficient, and equitable distribution of radio service" among the several States and communities.
3. Feasibility of allowing adherence to sound engineering principles automatically to effect the distribution required by Sec. 307 (b).

Standards and methods of measurement with respect to

1. Power.
2. Tolerance.
3. Field intensity.
4. Determination of service.
5. Determination of interference.

Apparatus performance requirements to be imposed on broadcast stations.

1. Frequency stability.
2. Antenna efficiency.
3. Modulation.
4. Suppression of harmonics.
5. Fidelity of transmission.
6. Transmitter location.

Effect of any proposals regarding the foregoing subjects.

1. Socially and economically, upon the public and the industry.
2. Internationally, upon use of the band 550-1600 kc by other countries in North and Central America.
3. Upon possible future use of frequencies in the band 6000-30,000 kc and in the band above 30,000 kc for broadcasting.

PROGRAM APPEAL? Tremendous!
WXYZ combines the drawing power of N.B.C. Blue Network programs with its own showmanship backed by 25 years of successful experience in entertainment enterprises.
COVERAGE? Complete!
WXYZ and the Michigan Radio Network, with 8 stations in Michigan's 8 largest cities, cover Michigan's big, rich, responsive markets
AUDIENCE APPRECIATION? Unquestioned!
WXYZ refuses to broadcast spurious claims or questionable products, which earns the rewards of public acceptance and respect, thereby increasing the attention value to advertising.

But **WXYZ's**

PLUS Value is

in its Great Merchandising Service

Program Appeal, Coverage, and Audience Appreciation pay quickest dividends for radio advertising investment. However—WXYZ offers PLUS Value. That PLUS Value is the WXYZ Merchandising Service, which (at no extra cost) secures distributors and dealers, sells initial orders, places advertising displays and checks credits. Our crew of trained field men become as a part of your selling organization. New products can be introduced in Michigan quickly. Write or wire for full particulars.

WXYZ *N.B.C. Blue*

KUNSKY-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING DETROIT

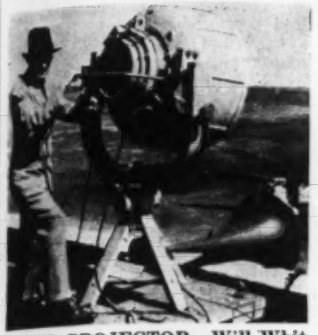
WM. G. RAMBEAU CO. Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

½ million lbs. of copper a day means men are working in

BUTTE

Home of

KGIR



SOUND PROJECTOR—Will Whitmore, of Western Electric Co., shows how the new WE superpower sound projector can be trained on a distant target to deliver voice or music without usual waste of acoustic energy. It will be used at Roosevelt Raceway, Long Island, for auto races, and can "spray" sound over a large area, and reach a mile. Amplifiers have 20,000 watts power.

Local Political Time

HEATED primary campaigns in latter July required almost nightly time clearances for studio and remote political broadcasts in Georgia, Texas and Oklahoma, where practically all of the stations were charging the politicians regular commercial rates. While most stations will get their local political business from now until November, the campaigns in those states were staged earlier under state laws. For WSB, Atlanta, John Outler, commercial manager, handled nightly bookings the last week in July with Roy McMillian of the announcing staff and Mark Toalson of the engineering staff assigned to the remotes.

Canada Expands News

IN ADDITION to the ten-minute news summaries being furnished to Canadian stations through the Canadian Broadcasting System network, the Canadian Press, counterpart in that country of the Associated Press, is now furnishing three bulletin news summaries daily to all stations in the Dominion telegraphed from Toronto.

Thomas McLaughlin

THOMAS McLAUGHLIN, 27, one of the original members of Maj. Bowes *Capitol Family*, later an announcer with New York stations, died in Bellevue Hospital, New York, July 28.

MAJ. EDWARD A. DAVIES, the radio manager of John Faulkner Arndt Advertising Agency, Philadelphia, and formerly program director of WIP, left July 27 for a two-month vacation in Norway and Sweden. He was accompanied by Mrs. Davies.

JACK LATHAM, radio time buyer of Young & Rubicam Inc., New York, is in the Harbor Sanitarium. New York, recuperating from an appendectomy.

Digital Data

WMEX, Boston, has started a series of finger-printing programs and every week presents the latest information on digital developments in cooperation with the U. S. Marshall's office. A supply of identification cards has been printed and records are made in the WMEX studios. Smaller cards can be carried for personal identification. Arrangements are being made to file the prints with the U. S. Marshall. Identification episodes from official files provide dramatic material.

Gulf Tests on WIS

MAURICE STEFAN, professor of French at the University of North Carolina, has been engaged by WIS, Columbia, S. C., as news commentator for a new five-weekly series sponsored by Gulf Refining Co., Pittsburgh. Gulf placed the account last month through Young & Rubicam Inc., New York, with Bryan Houston of the agency coming to Columbia for the opening program. Listener reaction to the program, said to be the first of a new series of spots contemplated by Gulf to augment its Sunday night show on CBS, is being checked by offering low-priced auto accessories which can be obtained through Gulf dealers.

Tobacco Market Spots

AS OPENING of tobacco markets nears, tobacco boards of trade in North Carolina and Virginia are contracting for spot announcements and quarter-hour programs to make sales reports and win good will of growers. WPTF, Raleigh, in the heart of the tobacco belt, has already booked time for five markets and a number of others are negotiating for air time.

FIRST sponsor to buy time on WPTF, Raleigh, and WIS, Columbia, S. C., under the combined rate cards put into effect July 20, was the local Crazy Water Crystals Co. branch, which contracted for $11,147 worth of time for six 15-minute programs weekly in addition to its Saturday night show on WPTF.

MISS BARBARA EVANS, former secretary to Benedict Gimbel Jr., president of WIP, Philadelphia, has been named advertising manager of Oppenheim-Collins, a leading Philadelphia women's wear store.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.

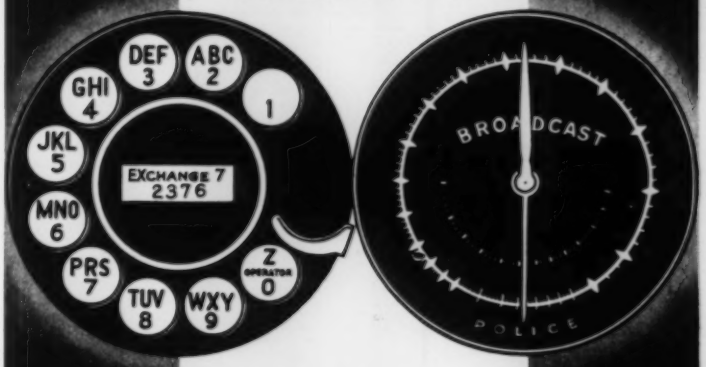
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

THE PARTNERSHIP OF THE DIALS



EVER since the days when youngsters bent over crystal sets, listening to recordings they requested by telephone, radio and telephone have worked hand-in-hand.

Telephone laboratories have coped with the questions of program-relay . . . broadened the range of transmitted sound . . . studied and progressed toward perfection of faithful reproduction.

The telephone is still the quick barometer of audience-reaction. It helps to solve many a problem of program-planning through quick and convenient contact with all separated factors. Radio and telephone work together—as a team.

Aylesworth Says Radio Is Movies' Friend

(*Continued from page 9*)

appearances. This," Mr. Aylesworth believed, "will be a boon to the studios who heretofore have been confronted with the all too numerous financial demands of stars and featured players who feel that their income is insufficient and who have become dissatisfied generally as a result."

Mr. Aylesworth refuted the charges made principally by exhibitors, that commercial radio broadcasts "de-glamour" Hollywood's glamorous stars. The argument has been made that the motion picture spends millions to build up a personality and radio uses that romantic or glamorous personality to sell tin cans, toilet goods, gasoline, ice, groceries, hair tonics and whatnot.

The NBC-RKO executive explained, first, that public appearances do not necessarily hurt the star, citing the ambition of "every exhibitor in the country" to have stars make personal appearances at their theatres, if they could but afford to book them. "The objections, then, cannot be against the personal appearance."

"Secondly, none of the glamour of the star is lost, because not only is the star not tied in directly with the commercialities of the program, but, and more important, the public already has a definite impression of that star, and they visualize the star on the broadcast in accordance with their impression. That impression is so strong and the visualization so keen that there can be no influence such as that complained of from the mention of the sponsor's product."

On the other hand, Mr. Aylesworth continued, the national advertisers today are spending millions of dollars in direct aid to theatre box offices, not philanthropically, of course, but because they know the values of the stars. "But these advertisers do not complain of the constant reference of the stars to their studio work, to their current productions, to their forthcoming screen appearances, and, too, they are willing to permit the widespread use of music from pictures on their programs, with full credit being given the production."

"As a matter of fact," Mr. Aylesworth added, "the thought has been expressed that maybe the national advertisers should charge the motion pictures for some of the free advertising their pictures and people are now receiving on the sponsored programs at the expense of the advertisers."

Promoting Films

"WHAT greater attention can motion picture stars get than a radio build-up for their forthcoming productions?" asked Mr. Aylesworth. Answering the query himself, he said that several feature pictures of his own RKO company have been given stronger box office power by steady radio "plugging.' The distributing executives of RKO, like most other executives in motion pictures, have not always agreed with Mr. Aylesworth. They, too, had felt that broadcasts injured box office ratings. But now, he explained, they have tangible proof, from certain pictures, of the benefits that can accrue from a radio-film understanding. "Radio today is RKO's greatest exploitation asset," Mr. Aylesworth declared, adding: "And if I'm wrong I might lose my job." He declared that "the radio can make people want to go to motion pictures."

Mr. Aylesworth deprecated the oft-made complaint that the admittance of the public to free radio broadcasts is unfair competition to the motion picture theatre box office. "The records show that theatre business is on the up, so, obviously, these so-called studio radio broadcasts with invited audiences have not injured the box office." To the contrary, he continued, "We of NBC-RKO recently spent a whole month observing persons coming from NBC's broadcasting studios to determine where they go from there, and in 50 per cent of the cases they walked directly to a motion picture theatre."

"The reasons," he explained, "are that most of the important radio broadcasts are over by 9:00, or 9:30 p. m., and the public attending the broadcasts find themselves downtown and with an entertainment appetite that has not been satisfied by a half-hour broadcast that cost them nothing. We bring them out of their homes."

"Remember," he advised, "people do not and can not go to the movies seven nights a week. They usually average two attendances weekly. So, the radio on the other five nights constantly hammers home exploitation and publicity aspects of the motion picture, its pictures and personalities, always reminding the public of the motion picture.

"Except in the summertime, Saturday and Sunday evenings are still the best days for box office grosses. Yet there are more good radio programs broadcast on these evenings than any other night. How can you explain that?' The argument that radio keeps people away from theatres is pure bunk, and everyone will admit it in another year.

"Radio now gives the music, a synopsis, the cast and other exploitation expressions for and in behalf of a motion picture, and yet some of the boys in the film business are sitting around trying to figure out how they can stop it."

Mr. Aylesworth returned to his idea of effecting a working understanding between the radio and the

KWTO
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

SPOT YOUR SPOTS IN THESE THREE SPOTS

AT ONE LOW RATE

These three stations command habitual audiences in their respective markets —

They represent concentrated selling where most sales per radio advertising dollar can be made.

•

Write any station listed below for rates and time available.

KWTO-KGBX
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

MORE FARM RADIOS

Ames, Iowa, July 6—(INS)—Attributed to generally rising farm prices, the number of radios being operated on Iowa farms increased 26 per cent, or 22,008 sets, during 1935, it was announced today. The number of sets on January 1, 1935 was 85,312 and the number a year later was 107,320, the report showed. The percentage of farms having radios was 50.2 January 1, 1936 as compared with 39.6 per cent a year earlier.

GOOD NEWS to the advertiser or sponsor wishing to get his message to this specialized market with its *generally rising farm prices.* This is OUR audience, served for more than 12 years by the pioneer farm station of the middle west—

KFNF SHENANDOAH, IOWA

"The Friendly Farmer Station"

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast Political Conventions direct from State Capitol!

Tip to the Motion Picture Industry

Reprinted from Motion Picture Herald

IF RADIO broadcasters must have motion picture material to satisfy their listeners, say the thoughtful business men of the production colony, let them have the right kind. Hearing these words and finding them good, producers have gone seriously into the question of how much and what kind of motion picture material is good for radio listeners and, at the same time, for the box office. Already available, from all studios and on practically all products, are 15-minute transcriptions, some of them scenes from pictures, others interviews with players, what not, suitable for morning programs.

Reports from the exhibition field thus far indicate that this type of advance exploitation is meeting with substantial response when coupled with the usual formal advertising via standard media. In addition to the direct ticket sales value, of course, the discs serve a regulatory function of substantial if indirect consequence. They keep incompetent cinema commentators from cluttering the air with erroneous and ill considered chatter and, by the terms of their availability, they confine the broadcasting of screen material within the non-box office hours.

As yet the transcriptions have attained no established form or plan. Producers are feeling their way and watching results. All the old trailer problems—how much plot to expose, how much sales effort to exert, whether to spread or concentrate the buckshot — remain to be answered for the new medium. Satisfaction with progress made to date is general.

screen. He envisioned such a relationship eventually working to the point where a slogan such as "Attend the movies twice a week," will be commonly broadcast, in the manner of Amos 'n' Andy's "See your dentist twice a year," "Brush your teeth twice a day." He said that the Amos 'n' Andy slogans have done more for the toothpaste business and dental professions than any other medium in history.

"'Attend the movies twice a week,'" he continued, "should be the air slogan personifying the radio-film cooperative idea.

"The automobile is the motion picture's greatest competitor, not radio, except that in another year 5,000,000 cars on the road will have radios, and right there the competition of the car will be lessened considerably as the car radios start making the occupants 'movie conscious.'"

In the Laboratory

"TELEVISION still is in the laboratory," Mr. Aylesworth explained. "It will be another five years before it goes into the homes of America on a commercial basis. In advancing my idea for radio-film cooperation, I suggest that the motion picture business now turn their attention to television cooperatively. They could let the experimenters use old films, out of circulation, to televise. Motion pictures will be the first form of entertainment to be televised on any large scale.

"Television will never be a competitor to the regular theatre screen. They will not televise feature pictures produced expressly for the purpose of a single television broadcast because of the enormous sums required for production. Imagine any advertiser spending $500,000 to broadcast a production of 'Little Women'?

"The only way to get one industry to work with another is for both to work together."

In practically all other countries, Mr. Aylesworth continued, there is a definite cleavage between radio and the screen. There is almost no cooperation, each working independently of the other and in direct competition. It is impossible in Europe, for instance, for exhibitors and the film business to get the cooperation from their radio systems that is already being extended films by radio in this country.

"Let there be an understanding between us!"

NBC Speeds News

NBC has installed a speed-up system in Radio City for broadcasts of news bulletins a few seconds after they have been received. Microphones, automatic volume control panel and other facilities have been placed in the office of the supervisor of announcers. The second a bulletin is received the announcer on duty can push a button which automatically connects his microphone to the networks and fades out programs. A staccato hum of wireless signals is heard at the opening and closing of each news flash. Formerly a delay of two or three minutes was involved in rushing bulletins by messenger and setting up lines.

Movie Opposition To Radio a Myth

HOLLYWOOD radio programs have yet to feel the effects of the so-called motion picture exhibitor tirade against broadcasting by important film stars. Such programs employing picture names as *Shell Chateau, Kraft Music Hall, Hollywood Hotel, Lux Radio Theatre* and *Camel Caravan* have continued to book stars, and their agencies report no opposition from the film studios. All, with the exception of *Hollywood Hotel*, pay their screen guests, Louella Parsons on that program securing their services gratis in exchange for publicity in her Universal Syndicate columns.

None of the agency or network executives have seen any of the thousands of letters purported to be swamping the film producers; as a matter of fact the editors of the Hollywood trade publications that have carried numerous scare stories on the situation admit that they haven't seen the letters either.

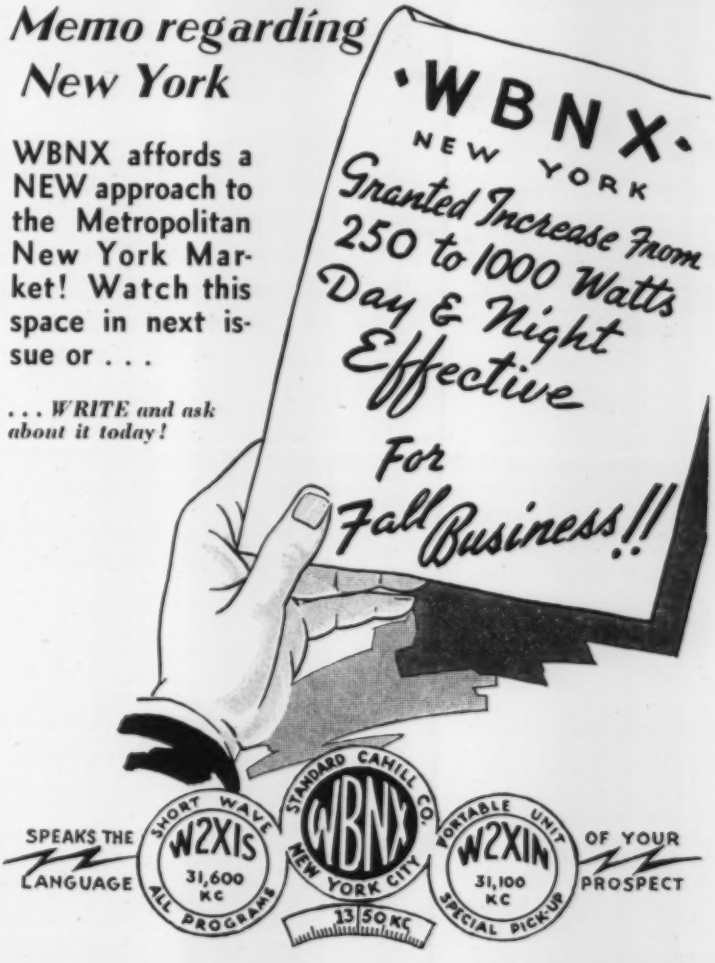
One Hollywood trade publication pointed out that radio entertains as many millions an hour as movies do throughout the day and that it will find attractions no matter what attitude picture folk take. The only complaint from exhibitors is said to be against producers who do not supply entertainment good enough to offset attraction of some big radio programs.

Meantime NBC and CBS in Hollywood, not only are originating the aforementioned programs using guest stars, but are preparing new fall shows either starring film names or using picture talent in guest spots. Such programs as Joe Penner for Cocomalt, Nelson Eddy for Vicks, Jack Benny for Jello, Eddie Cantor for Texaco, Fred Astaire for Packard, Marion Talley for Rykrisp, Burns & Allen for Campbell's are definite. There are a half-dozen others, largely in the rumor stage.

We Hand YOU an IMPORTANT Memo regarding New York

WBNX affords a NEW approach to the Metropolitan New York Market! Watch this space in next issue or . . .

. . . *WRITE and ask about it today!*



CRYSTALS

★ Low Temperature Coefficient for the Broadcast Band
★ Mounted in Isolantite adjustable Air Gap holder
★ Approved by the Federal Communications Commission

Freq. drift less than 4 Cps/°C./Meg. ____ $35.00
Freq. drift less than 2 Cps/°C./Meg. ____ $40.00

Actual Frequency Drift Curve furnished upon request.

AMERICAN PIEZO SUPPLY COMPANY
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard - boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash - dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16 Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21 National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38 Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

Boake Carter Case Offers Libel Test

Hoffman Suit May Provide First Big Liability Ruling

WHAT MAY prove to be the first broad test of alleged libel uttered over broadcasting stations, and of the liability of stations along with speakers, is seen in the $100,000 action brought by Gov. Harold G. Hoffman, of New Jersey, against Boake Carter, Philco radio commentator; WCAU, Philadelphia; CBS and WABC; and the Philco company and its subsidiaries. Gov. Hoffman based his suit upon statements made by Carter in one of his CBS broadcasts for Philco in connection with the Hauptmann case, alleging he suffered injury to reputation, name and integrity.

The suits were filed in the New Jersey Supreme Court, Middlesex County. WCAU was joined as the originating station, CBS as the network which carried the program, and the four Philco companies because of sponsorship of the Carter broadcasts. Some questions have arisen about the validity of service in connection with certain of the companies sought to be made parties. Isaac D. Levy, part-owner of WCAU, was served on July 18 in Atlantic City. There probably will be a number of motions to quash the various services before any trial is set and several weeks may elapse. Ralph F. Colin, of Rosenberg, Goldmark & Colin, New York attorneys, probably will represent CBS, with Mr. Levy for WCAU, and C. J. Hepburn of Philadelphia for Philco and Carter.

Law Is Unsettled

THE ONLY important radio libel case was that of Sorensen vs. Wood in Nebraska, several years ago, in which the State Supreme Court held the station jointly liable with the speaker in a political case. There has been no adjudication of such a case in the Federal courts.

The Hoffman suit charged that Carter made libelous statements in his broadcasts of March 30 and 31 and April 1 and 2. Afterward Carter in one of his broadcasts challenged Gov. Hoffman to bring his actions in Pennsylvania rather than in the governor's state. Mr. Carter contends freedom of the press applies equally to radio as well as newspapers.

In the legal preliminaries, several of the respondents scored on July 27 when Judge Harry Heher in the Supreme Court of New Jersey, Middlesex County, directed Gov. Hoffman to show cause on Oct. 6 before the Supreme Court at Trenton, why the service of the summons and complaint upon the defendants Philco Radio and Television Corp., Philco Radio & Television Corp. of Pennsylvania, Philadelphia Storage Battery Co. and CBS, should not be set aside, and staying all proceedings against those defendants until ten days after the final decision on the rule to show cause. The rule was procured by CBS counsel Colin.

Simultaneously counsel for the respondents entered into a stipulation with Gov. Hoffman's counsel extending the time of WCAU, Atlantic Broadcasting Corp. (operating WABC) and Philco Radio & Television of New York to answer or otherwise move until Aug. 21. Thus considerable time will elapse before action on the motions to quash service, and before answers are filed.

Part of the broadcast alleged by Gov. Hoffman as slanderous was:

"And so crazier and crazier grows the Hauptmann affair—more and more desperate over the weekend became New Jersey's Governor to justify his official blundering and save his tottering political reputation—more and more dizzy stunts are dragged across the old trails to befuddle the public and confuse the main issue.

"And so round and round—just as the music goes round and round—so round and round goes the Hauptmann affair — one of the most shocking exhibitions of gubernatorial meddling with the orderly process of law and order that America has displayed to the world in many a decade."

Lucky 150,000

MORE than 150,000 persons won cartons of Lucky Strike cigarettes in the first two days of the week of July 27 for successfully guessing titles of most popular songs in the American Tobacco Co. prize contests for Lucky Strikes, according to T. J. Ross, handling Lucky Strike publicity for the Ivy Lee organization. More than 1,300 are now employed in handling clerical and mailing work involved in the contest, which is promoted in the sponsor's *Hit Parade* programs on NBC and CBS.

Estate Stove, Macfadden On Two-Station Hookups

SPECIAL hookups of two-station units of the Mutual Network were arranged in late July for two sponsors. Keyed from WLW, Estate Stove Co., Cincinnati, on Aug. 6 will start the *Magazine of the Air* over that station and WGN, Chicago, Thursdays, 8:30-9 p. m. Account was placed through Ralph H. Jones Co., Cincinnati.

Also originating at WLW, Macfadden Publications Inc., New York, for *True Detective Stories* magazine on Sept. 8 will link that station and WOR, Newark, Tuesdays, 9:30-10 p. m. Dramatic shows based on stories in current issues of the magazine will be staged along the same lines as Macfadden's *True Story* programs on the NBC-Red network. The account was placed direct.

Mutual reported, as BROADCASTING went to press, that it was negotiating with Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals), through Luckey Bowman Inc., New York, for a 1:30-1:45 p. m. period five days weekly; also with Fawcett Publications Inc., New York, for a once weekly series, Mondays, 8-8:30 p. m. No starting dates have yet been fixed, nor have station lineups been completed.

KNOX GELATINE Co., Johnstown, N. Y., will use 22 CBS stations in the autumn with the *Sisters of the Skillet* act, Tuesdays and Thursdays, 11:15-11:30 a. m. Joseph Katz Co., New York, is agency.

KFPY

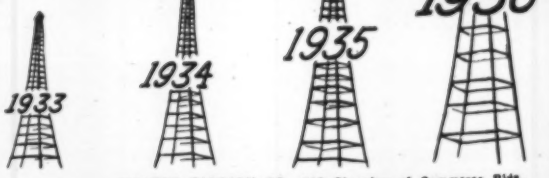
of Spokane, Washington, now putting up a HIGHER vertical radiator

AND — what's more important . . .

A HIGHER SALES RECORD

THE TOWERS represent LOCAL business for the first half of the past four years. Moreover, KFPY advertisers pay the HIGHEST local rate asked by any Spokane station.

These are FACTS you can substantiate. Ask our REPRESENTATIVES:



J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO

Regional Stations Effect Organization

Shepard Elected Chairman at Chicago; Committees Named

Mr. Shepard

ELECTING John Shepard 3d, president of the Yankee Network, as its chairman, a group of regional broadcasting stations completed organization of the National Association of Regional Broadcasting Stations at a meeting in Chicago July 28, and promptly proceeded with its first mission of preparing to defend the interests of such stations at the reallocation hearings before the FCC Broadcast Division to begin Oct. 5.

The organization, which will devote itself to the protection of regional stations and to parallel the Clear Channel Group and National Independent Broadcasters Inc. (local station group), was conceived by a group of regional executives during the NAB convention last month in Chicago. It will be financed under a plan calling for payment by each station of four times its highest national quarter-hour rate, payable by Sept. 1. All stations operating on frequencies designated by the FCC as regional are eligible for membership.

Regional Chairmen

WITH a dozen organizers present at the July 28 meeting at the Drake Hotel, the group named an executive committee of seven, and also five regional chairmen, one for each of the five former radio zones. The executive committee then called its next meeting for New York on Aug. 7 at which it will appoint engineering and legal counsel to represent the association at the Oct. 5 reallocation hearings.

"The organization was formed for the purpose of improving broadcast service to the rural and urban public of the United States," said the formal announcement following organization.

In addition to Chairman Shepard, the executive committee comprises Edgar L. Bill, WMBD, Peoria; Walter J. Damm, WTMJ, Milwaukee; John J. Gillin Jr., WOW, Omaha; Herbert L. Pettey, WHN, New York City, former FCC secretary; Hoyt Wooten, WREC, Memphis, and W. J. Scripps, WWJ, Detroit.

Apropos of the designation of zone chairmen, the announcement said this was decided upon in order that stations may keep in close contact with the organization, and that the association in turn may have the benefit of constructive suggestions from all parts of the country. The zone chairmen will serve as contacts between stations in their zones and the executive committee. Those named are First Zone (Eastern Seaboard), J. Thomas Lyons, WCAO, Baltimore; Second Zone (East Central States), John H. Ryan, WSPD, Toledo; Third Zone (Southern States), Henry W. Slavick, WMC, Memphis; Fourth Zone (Midwestern States), H. Dean Fitzer, WDAF, Kansas City, and Fifth Zone (Far West), Gerald King, KFWB, Hollywood.

Present at the Chicago meeting were Ralph L. Atlass, WIND-WJJD, Gary-Chicago; E. H. Twamley, WBEN, Buffalo; W. E. Hutchinson, WAAF, Chicago; Luther L. Hill, KSO-KRNT, Des Moines; Sumner D. Quarton, WMT, Cedar Rapids, Ia.; Mr. Ryan, Mr. Shepard, Mr. Wooten, Mr. Pettey, Mr. Scripps, Mr. Damm, Mr. Bill and Mr. Slavick.

Dyke Leaves Colgate

KEN R. DYKE resigned July 29 as advertising manager of Colgate-Palmolive-Peet Co., Jersey City, leaving immediately for a vacation trip in the West. The company's advertising account, it was stated, will remain with Benton & Bowles, New York. Mr. Dyke, onetime advertising executive of the Johns-Manville Corp., has not divulged his future plans, but he will continue in his post as chairman of the board of the ANA.

Grange on Football

SINCLAIR REFINING Co., Inc., New York, has signed "Red" Grange, former Illinois football star, to be heard in a new series of programs on the NBC-Red network, Fridays, 10:30-10:45 p. m., and Saturdays, 7-7:15 p. m. (EDST), starting Sept. 4. The programs will be devoted to news about football, with the Friday night talk dealing with games to be played the next day and talks by guest coaches. The Saturday night period will announce the results of the games that day with highlights of the more important contests. Grange will also be heard on Sinclair's regular NBC-Blue network program, Mondays, 9-9:30 p. m. Federal Adv. Agency Inc., New York, handles the account.

Vallee for Royal

AFTER over seven years of promoting Fleischmann's yeast for Standard Brands Inc., *Rudy Vallee's Variety Hour* on NBC-Red, Thursdays, 7-8 p. m. (EDST) on Oct. 1 will switch commercial announcements to Royal Gelatine, another Standard Brands product. Frank Fay, who was signed for Royal Gelatine after appearing on the Vallee program last spring, will conclude his NBC-Blue series, Fridays, 8:30 p. m., on Sept. 4. The Fleischmann *Husbands & Wives* period on NBC-Blue, Sundays, 7:30 p. m., will continue to promote Fleischmann's yeast.

John Morrell on NBC-Red

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food) on Sept. 3 will start a musical program on 27 NBC-Red stations. Titled *Tea Time at Morrells*, the program will feature Joe Gallicchio's orchestra, Gale Page and Don McNeil, who will be master of ceremonies. Henri, Hurst & McDonald Inc., Chicago, is agency. The Morrell Company, old-line packing concern, has been a frequent of network and spot time.

MERLE TUCKER, who has been handling publicity for the Texas Centennial on behalf of the State of Texas, has resigned to accept the position of radio director for the Fort Worth Frontier Centennial.

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables | All America Cables | Mackay Radio

WHTH, Hartford, Names Its Executive Personnel

WHTH, new local station of the *Hartford* (Conn.) *Times*, will be headed by Cedric W. Foster, who will carry the title of director of programs and who also will have charge of public relations, it was announced July 23. The station, shortly to begin operation, will be the tenth outlet of the Inter-City Group and will also be a member of John Shepard's new Colonial Network.

Other personnel will include Warner Murphy, son of Francis S. Murphy, general manager of the *Times*, in the commercial department; Walcott Wyllie, for the last three years program director of WFLA, Tampa, on programs and announcing; Richard K. Blackburn, formerly of WTIC, Hartford, as chief engineer; Howard Wessenberg, engineer, and Paulette Wolozin, formerly of WATR, Waterbury, secretarial and artist.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

OTHER FELLOWS' VIEWPOINT

The ANPA Protests

TO the Editor of BROADCASTING:

I am much interested in an article which appears on page 101 of your issue dated July 1, entitled, "ANPA Media Data Full of Omissions".

Apparently the writer of this article failed to read our study, "Newspaper, Magazine and Broadcast Expenditures in 1935", upon which the article comments. I am enclosing herewith a copy.

For the past 13 years, the Bureau of Advertising has released dollar figures showing newspaper expenditures of leading advertisers. In each instance we have stated that such lists covered only a certain number of accounts which our facilities have enabled us to reasonably estimate. In recent years, at the request of advertisers and agents, we have included with these newspaper figures data showing the expenditures in magazines and chain broadcasting.

No effort has ever been made to include the expenditures of all magazine advertisers, or all radio advertisers. It has been clear to research people who have used our figures that our basic list was a list of newspaper advertisers. Obviously, however, such a list of advertisers includes those spending most of the money that is being spent for magazine or radio advertising.

The article in your magazine states:

"The breakdowns naturally give newspapers the best showing generally, which they would have had in any case in view of their larger number and scope."

The number of newspapers in the country fails to have very much of a bearing on the amount of money which advertisers spend for newspaper advertising. If this were true, the weekly newspapers, which number more than 11,000, would get the bulk of all advertising money, instead of the dailies.

Further down you state:

"Even with the hand-picked group of companies selected, they show a rise in chain broadcasting from 1930 through 1935. Whereas in 1930 network radio claimed 5.3 cents of the ANPA selected group's advertising dollar, in 1931 the figure was 8.1 cents . . .".

On page 2 of our study, you will note that we reproduce the national advertiser's dollar from 1930 to 1935. It is clearly stated that this national advertiser's dollar is a separate analysis from the individual figures which we quote later on in the study. We show that during 1935, all national advertisers spent a total of $366,612,000 in newspapers, magazines, outdoor, car cards and chain broadcasting.

The breakdown of the individual advertisers we show indicates that 387 national advertisers covered spent $231,107.000 in newspapers, magazines and chain broadcast. The difference between these two figures should certainly indicate that we were not using what you term a "hand-picked list" in the national advertiser's dollar figures we show.

If you have any questions about any studies we issue, we would welcome your asking us about them. This, it seems, would be fairer than printing a review of something with which you are not very familiar.

ALLEN B. SIKES,
Eastern Manager,
Bureau of Advertising,
American Newspaper
Publishers' Ass'n,
New York City.

July 17, 1936.

[Editor's Note—While it is true that the ANPA study does not embrace a complete list of national advertisers, its purport was clear to the editor, who *did* read the report. As in the case of the ANPA convention displays last April, the whole tenor of the report seemed designed to discount radio in favor of newspapers, omitting entirely spot and local advertising expenditures and ignoring entirely some of the biggest accounts on the air which also spend considerable money in printed media. Mr. Sikes must be aware that any comparisons made with chain broadcast expenditures alone are incomplete and misleading, albeit the networks do account for more than 50% of radio's dollar volume. The ANPA had available, for its gross estimates, the monthly NAB statistical reports, which are broken down according to networks, national non-network and local, but it apparently prefers not to recognize those figures. The ANPA should know, as everybody in advertising knows, that networks *alone* do not represent American radio either in research, fact or actual activity, yet its report was titled "Newspaper, Magazine and *Broadcast* Expenditures in 1935".]

Prayer Answered

"I WISH someone would bring me a drink of water," Gary Breckner, baseball announcer of KNX, Los Angeles, muttered July 17 during a baseball broadcast. The tiny daughter of a Monrovia, Cal., listener sympathetically poured a pitcher of water down a loudspeaker where it was rerouted to a rug.

STANDARD RADIO Inc., Hollywood, announces addition of 20 sides of added sound effects to its sound effects library.

Hookup of WOR - WGN For Cudahy, Continental

TWO special hookups of WOR, Newark, and WGN, Chicago, arranged through Mutual Network and using Mutual lines, have been signed for important sponsors starting soon. A one-hour program Sundays, 9-10 p. m., starting Aug. 9, will be sponsored by Continental Baking Co., New York (Wonder Bread). A year's contract with Cudahy Packing Co., Chicago, for its Old Dutch Cleanser, has been signed for the two stations, starting Sept. 28, Mondays through Fridays, 10:15-10:30 p. m.

The Continental bread program will be titled *Wonder Show* and will feature old-time melodramas beginning with the famous *Under the Gas Light*. It will feature Jack Smart, the *Happy Wonder Baker* and a cast of 75 actors, from the WOR Playhouse atop the New Amsterdam Theater, New York. Batten, Barton, Durstine & Osborn Inc., handles the account.

The Cudahy show will be keyed from WGN, and is to be handled by Roche, Williams & Cunnyngham Inc., Chicago. The Cudahy company, for Old Dutch Cleanser, on Sept. 28 is also starting *Bachelor's Children* on a special network of 7 CBS stations Mondays through Fridays, 9:45-10 a. m.

Gruen's New Series

GRUEN WATCH Co., Cincinnati, for its Gruen Watchmaker's Guild, which sponsored the *Washington Merry-Go-Round* on the four basic Mutual Network stations last fall and winter, on Sept. 18 will return to that network with a new show originating at WOR, to be heard Fridays, 8-8:30 p. m. Plans for the program include signing Frank Hawks, the famous flyer, for a show to be titled *Time Flies With Hawks* who will tie it up with a plane which he is now building for special flights, some of which may be broadcast from the plane. DeGarmo Corp., New York, is agency.

New Wisconsin Group

PLANS to sell four Wisconsin stations as a group, though they will not be linked as a network, were disclosed July 28 by Weston, Frykman & Allen, new station representative organization at 520 No. Michigan Ave., Chicago. It is proposed to call the group the Wisconsin Lake Shore Group. It will comprise WENP, Milwaukee; WTAQ, Green Bay; WHBL, Sheboygan, and WRJN, Racine.

One Ice Cream Manufacturer In Your City Is Interested In More Sales!

YOUR STATION and Ice Cream Radioaids are the solution to his problem — For further information about Ice Cream, Laundry, Bread, Used Cars, Loans, Furniture Radioaids*

Write or Wire

RADIOAIDS INC.

1357 North Gordon Street Hollywood, Cal.

** Jewelry Radioaids ready for release August First. Audition samples now available.*

WTAR
NBC
NORFOLK, VIRGINIA
National Representatives—Edward Petry & Co.

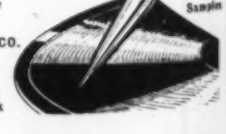
BEST BY TEST
Now You Be The Judge
100% shadowgraphed Needles

Your transcriptions are at their best with the best needles.

Eliminate surface noise by using needles made to fit the requirements.

STEEL CUTTING NEEDLES FOR ACETATE.

Playback Needles for all Transcriptions.



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Mechanical beauty and accessibility are features immediately apparent at a glance inside the cabinet. The exterior finish in contrasting black and gray is conservatively modern in appearance and suggests technical efficiency which is more than skin deep.

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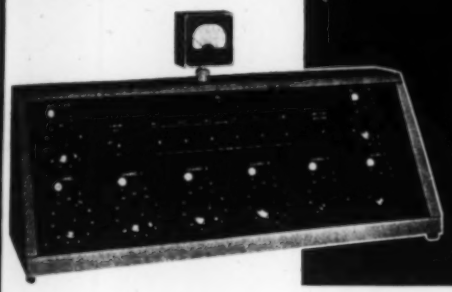

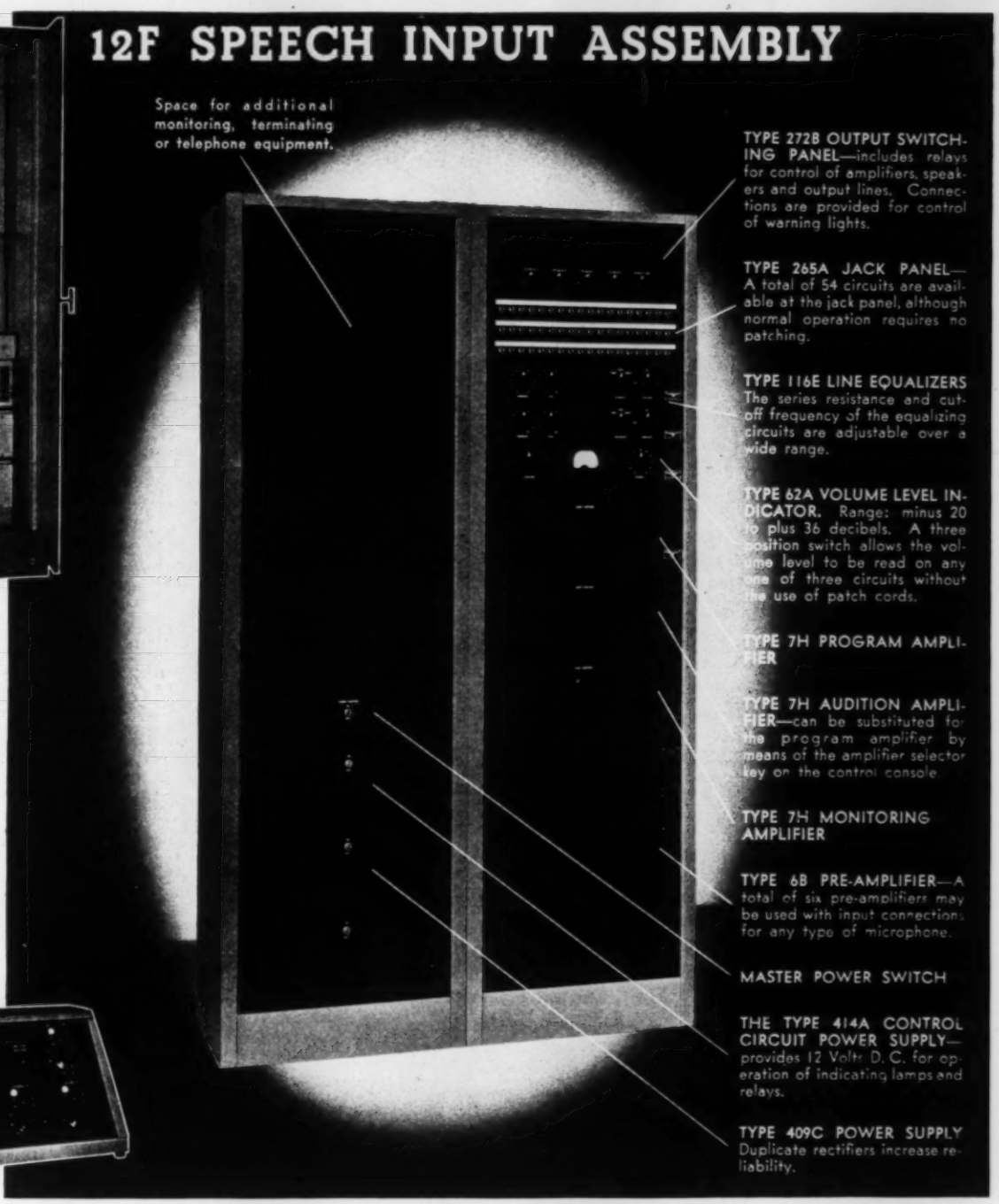
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TYPE 272B OUTPUT SWITCHING PANEL—includes relays for control of amplifiers, speakers and output lines. Connections are provided for control of warning lights.
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NEW YORK CITY, 11 West Forty-Second Street

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JULY 15 TO JULY 30, INCLUSIVE

Decisions . . .

JULY 17

APPLICATIONS GRANTED:

WAVE, Louisville—CP new equip.

KWTO, Springfield, Mo.—Modif. CP re antenna.

KALB, Alexandria, La. — Transfer control to W. H. Allen.

WCAX, Burlington, Vt.—Transfer control to Marie Jackson Forbes.

KIDO, Boise, Id.—CP move trans., vert. radiator.

KUJ, Walla Walla, Wash. — Transfer control to H. E. Studebaker.

KSUN, Lowell, Ariz. — Change equip., vert. radiator, increase 100 w to 100 w 250 w D.

W9XAA, York Twp., Illinois—CP change trans., equip., increase to 5 kw.

WKBZ, Muskegan, Mich.—CP trans. site, new radiator.

WAAB, Boston—CP new equip.

W2XMN, Edwin Armstrong—Modif. CP additional freq.

KFWB, Hollywood — Modif. CP trans. site, new equip., antenna.

WDOD, Chattanooga—Auth. auto. freq. control.

W2XF, New York—License for CP increase 5 to 12 kw.

KFH, Wichita—License for CP change equip., increase to 5 kw D.

WHBL, Sheboygan, Wis.—License for CP equip., vert. antenna, move trans.

WKBI, Cicero, Ill.—Modif. license CST to EST.

WEHS, Cicero, Ill.—Modif. license re spec. hours.

WHFC, Cicero, Ill.—Modif. license CST to EST.

KYA, San Francisco — CP amended to move trans. locally, new equip., increase 1 to 5 kw 1230 kc 1 kw unltd.

WDBO, Orlando, Fla.—CP move trans. locally, vert. radiator, 1 kw unltd. 580 kc.

WABI, Bangor, Me.—CP move trans. locally, vert. radiator, change equip., change from spec. to unltd., increase to 100 w 250 w D.

WAPO, Chattanooga—Modif. CP change equip., antenna.

WSB, Atlanta—Renewal license.

NEW, Puerto Rico Adv. Co., Mayaguez, P. R.—Amended applic. CP 1370 kc 100 w N 250 w D spec.

Mutual Brdcstg. System Inc., Chicago—Extension auth. exchange programs with CKLW.

RENEWAL OF LICENSES (temporary basis)—KNX, Los Angeles; KWJJ, Portland, Ore.; KWKH, Shreveport, La.; WBAP, Fort Worth; WCCO, Minneapolis; WESG, Elmira, N. Y.; WFAA, Dallas; WJAG, Norfolk, Neb.; WNYC, New York; WOV, New York; WPG, Atlantic City; WWL, New Orleans; KGBZ, York, Neb.; KMA, Shenandoah, Ia.

SET FOR HEARING—KXL, Portland, Ore.; KTHS, Hot Springs, Ark.; NEW, Dixie Brdcstg. System, Valdosta, Ga.; WSPA, Spartanburg, S. C.; NEW, Vincennes Newspapers Inc., Vincennes, Ind.; KFI, Los Angeles; WJR, Detroit; WSM, Nashville; WHDH, Boston; WCFL, Chicago; KEKA, Pittsburgh; KGO, San Francisco; WSMK, Dayton, O.; WGBI, Scranton, Pa.; WDRC, Hartford; NEW, Farnsworth Television Inc. of Pa., Springfield, Pa.

ACTION ON EXAMINERS REPORTS:

NEW, Carl S. Taylor, DuBois, Pa.—Denied CP 780 kc 250 w D, sustaining Examiner Hyde.

WISN, Milwaukee — Denied CP change equip., move trans., increase 250 w 1 kw D to 1 kw unltd. 1120 kc, reversing Examiner Dalberg.

WGBF, Evansville, Ind. — Granted CP change equip., increase 500 w to 500 w 1 kw D 630 kc Simul. D and Share N with WOS and KFRU, sustaining Examiner Hyde.

WQDM, St. Albans, Vt.—Granted CP new equip., move trans. locally, change 1370 to 1390 kc, increase 100 w to 1 kw spec., sustaining Examiner Dalberg.

KNX, Los Angeles—Granted renewal license 1050 kc 50 kw unltd., granted auth. transfer control from Edwin Earl, Guy C. Earl Jr., Naylor Rogers, Ranson Henshaw, Calmon Luboviski, Paul G. Hoffman Co. Inc. to Columbia Brdcstg. System Inc., effective Sept. 15.

ORAL ARGUMENT (on examiners' reports) — On Oct. 22: NEW, Petersburg Brdcstg. Co. and WLBG Inc., Petersburg, Va.; WHB, Kansas City; KFOX, Long Beach, Cal.; NEW, B. A. Thompson, Santa Cruz, Cal.; NEW, William B. Smullin, Sacramento, Cal.; NEW, Howard N. Mitchell, Sacramento, Cal.; NEW, Press Democrat Pub. Co., Santa Rosa, Cal.; On Oct. 29: NEW, Miles J. Hansen, Julius Brunton & Sons Co., Harold H. Hanseth and Fresno Brdcstg. Co., Fresno, Cal.

SPECIAL AUTHORIZATIONS — WOW, Omaha, extension temp. auth. 5 kw N; WHAS, Louisville, extension temp. auth. 50 w test; WJWJ, Hagerstown, Md., extension temp. auth. 50 w; WDBO, Orlando, Fla., extension temp. auth. added 750 w N.

RATIFICATION — KFBB, Great Falls, Mont., granted CP move trans. locally, new equip. & radiator.

MISCELLANEOUS—Eagle Brdcstg. Co., KGFI, denied further hearing of applic. Gulf Coast Brdcstg. Co. new station 1330 kc 250 w 500 w LS; NEW, C. E. Wilkinson Co. Inc., Mason City, Ia., denied stay of action 7-2-36 denying applic. Mason City Brdcstg. Co. and Northern Iowa Brdcstg. Co. for new stations, in effect a denial of applic. of C. E. Wilkinson Brdcstg. Co. for new station Mason City; NEW, Hunt Brdcstg. Assn., Greenville, Tex., denied reopening hearing applic. CP Greenville; WAAB, Boston, denied reconsid. action setting for hearing applic. modif. license; KXL, Portland, Ore., same re renewal; Black River Valley Brdcsts Inc., Watertown, N. Y., denied dismissal applic. Brockway Co. for CP new station at Watertown; KVOS, Bellingham, Wash., denied subpoenas re transfer stock and renewal; Pittsburg Pub. Co., Pittsburg, Kan., denied postponement decisions on applic. Pittsburg Pub. Co., Joplin Brdcstg. Co. and Wichita Brdcstg. Co.; Wayne Brdcstg. Co., Hamtramck, Mich., denied reconsid. refusal CP new station; WBBR, New York, granted permission withdraw applic. CP without prejudice; WRAW, Reading Pa., denied motion dismiss WBBR applic. as in default; WWL, New Orleans, granted extension exp. auth.; KWKH, Shreveport, La., granted extension exp. auth.; NEW, Lookout Brdcstg. Corp., Chattanooga, granted dismissal applic. CP; NEW, Panama City Brdcstg. Co., Panama City, Fla., granted dismissal applic. CP.

JULY 22

APPLICATIONS GRANTED:

NEW, Carlsbad Brdcstg. Co., Carlsbad, N. M.—CP 1210 kc 100 w unltd.

WCAT, Rapid City, S. D.—CP move trans., studio locally.

KFAB, Lincoln—Extension exp. auth. Synchro.-WBBM.

WBBM, Chicago—Same.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N.

KIRO, Seattle—Extension exp. auth. unltd. 710 kc 1 kw.

WPTF, Raleigh, N. C.—Extension exp. auth. LS-8 p. m. PST 1 kw; extension exp. auth. aux. trans.

KPPC, Pasadena, Cal.—Antenna measurement.

WPRP, Ponce, P. R.—Modif. license re hours.

KFPY, Spokane—Consent transfer control to T. W. Symons Jr.

KANS, Wichita—Modif. CP trans. & studio at Lassen Hotel, change equip.

WMEX, Boston — CP move trans. to Milton, Mass., change 1500 to 1470 kc, increase to 5 kw directional (Commissioner Case dissented).

KEHE, Los Angeles—Modif. CP move trans. near Baldwin Hills.

WJBC, Bloomington, Ill.—License for CP 1200 kc 100 w N 250 w D Sh.-WJBL.

WHBU, Anderson, Ind.—License for CP 1210 kc 100 w N 250 w D unltd.

KSCJ, Sioux City, Ia.—License for CP aux. trans.

WLAP, Lexington—Auth. transfer control to J. Lindsay Nunn.

KWSC, Pullman, Wash. — CP change equip., increase to 5 kw D subject Rules 131, 132, 139.

SET FOR HEARING—NEW, Walter H. McGenty, Rice Lake, Wis.; NEW, Lenawee Brdcstg. Co., Adrian, Mich.; NEW, Hannibal Brdcstg. Co., Hannibal, Mo.; NEW, C. W. Corkhill, Sioux City, Ia.; NEW, Isadore Goldwasser, Anniston, Ala.; NEW, Jesse G. Bourus, Everett, Wash.; WMAS, Springfield, Mass.; WOR, Newark; WJEJ, Hagerstown; WNAC, Boston; KRKO, Everett, Wash.

ACTION ON EXAMINERS REPORTS:

WOL, Washington—Granted CP change equip., move trans., change 1310 to 1230 kc, increase 100 w to 1 kw unltd., reversing Examiner Dalberg.

NEW, W. H. Kindig, Hollywood—Denied CP 1300 kc 1 kw Sh.-KFAC, reversing Examiner Hill.

KFAC, Los Angeles—Granted renewal license, sustaining Examiner Hill.

WLBF, Kansas City — Granted modif. license 1420 to 1310 kc 100 w unltd., reversing Examiner Walker.

RATIFICATIONS:

NEW, C. W. Snyder, Wichita Falls, Tex.—Denied reconsid. and grant applic. CP.

MISCELLANEOUS — WDGY, Minneapolis, granted return last applic. Natl Battery Brdcstg. Co. new station St. Paul under Rule 104.7; NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., hearing applic. CP new station 1480 kc 5 kw D postponed to 9-21-36; KFNF, Shenandoah, Ia., granted applic. increase hours subject removal WILL 890 to 580 kc; NEW, Birmingham, denied request withdraw without prejudice applic. CP 1200 kc 100 w N 250 w LS unltd.; WGPC, Albany, Ga., reconsidered and granted CP new trans. site, move studios, antenna.

EXECUTIVE'S HOBBY—Many a broadcast engineer is also a licensed radio amateur, but relatively few men on the commercial side of broadcasting go in for "ham" activities. An exception to the rule is Lawrence W. McDowell, dynamic commercial manager of KFOX, Long Beach, Cal., who knows his kilocycles as well as his contracts. He is shown at his elaborate 400-watt amateur transmitter in his home, W6LZU, from which he has talked by code and radiophone to other "hams" throughout the world. Larry McDowell himself built the first KFOX as a 100-watter, and saw it through successive stages to its present 1,000 watts. As a youngster in high school he worked for Powell Crosley in Cincinnati when WLW was being planned.

Examiners' Reports . . .

KGKO, Wichita Falls, Tex. — Chief Examiner Arnold recommended that Commission affirm its order of Oct. 14, 1935, granting applic. CP new equip., move trans. near Fort Worth, and move studios to Fort Worth.

NEW, Dorrance D. Roderick, El Paso—Examiner Hill recommended (I-256) that applic. CP 1500 kc 100 w unltd. be granted.

NEW, Ted R. Woodard, Kingsport, Tenn. — Examiner Walker recommended (I-257) that applic. CP 1210 kc 100 w D be denied.

NEW, Jonas Weiland, Kinston, N. C.—Examiner Walker recommended (I-258) that applic. CP 1200 kc 100 w 250 w D be granted daytime only subject Rule 131 and denied nighttime.

NEW, Kidd Bros., Taft, Cal.—Examiner Hyde recommended (I-259) that applic. CP 1420 kc 100 w D be granted.

NEW, Navarro Brdcstg. Assn., Corsicana, Tex.—Examiner Hill recommended (I-260) that applic. CP 1310 kc 100 w D be granted.

NEW, Earl Weir, St. Petersburg, Fla.—Examiner Dalberg recommended (I-261) that applic. CP 1370 kc 100 w unltd. be granted.

NEW, Sioux Falls Brdcst. Assn., Sioux Falls, S. D.—Examiner Hill recommended (I-262) that applic. CP 1200 kc 100 w unltd. be granted.

NEW, Jefferson Brdcstg. Co., Birmingham; Wilton Harvey Pollard, Huntsville, Ala. — Examiner Seward recommended (I-263) that applic. Jefferson Brdcstg. Co. for CP 1200 kc 100 w 250 w LS unltd. be denied; that applic. Wilton Harvey Pollard for CP 1200 kc 100 w unltd. be granted.

NEW, Marysville - Yuba City Publishers Inc., Marysville, Cal. — Examiner Hyde recommended (I-264) that applic. CP 1140 kc 250 w D be granted.

KRLC, Lewiston, Id. — Examiner Hill recommended (I-265) that applic. CP change from 1420 kc 100 w unltd. to 1390 kc 250 w unltd. be granted.

NEW, Fred A. Baxter, Superior, Wis.—Examiner Dalberg recommended (I-266) that applic. CP 1200 kc 100 w unltd. be granted.

WJBO, Baton Rouge, La. — Examiner Dalberg recommended (I-267) that applic. CP change 1420 kc 100 w unltd. to 1120 kc 500 w spec. be granted if pending applic. WISN and WHB are denied; otherwise that it be denied.

Applications . . .

JULY 15

NEW, Continental Radio Co., Washington—CP 1230 kc 1 kw unltd., amended re trans. site Montgomery Co., Md., directional antenna.

WOR, Newark—CP new trans., antenna, increase 50 to 500 kw.

NEW, George M. Haskins, Hyannis, Mass.—CP 1210 kc 100 w 250 w D unltd.

WMBR, Jacksonville, Fla. — CP new trans., change 1370 to 1120 kc, 100 w 250 w D to 1 kw.

KOVC, Valley City, N. D. — Modif. CP new trans., antenna.

WLBL, Stevens Point, Wis. — CP new trans., antenna, change 2½ kw spec. to 5 kw D, move trans. to Auburndale.

KGFW, Kearney, Neb.—CP new antenna., move studio, trans. to Omaha.

Standard Radio Inc., Hollywood—Auth. trans. transcriptions to foreign countries.

APPLICATIONS RETURNED — NEW, John Glebauskas, Athol, Mass.; WCAX, Burlington, Vt.; WHP, Harrisburg; NEW, KMJB Brdcstg. Co., Minot, N. D.; NEW, KMOK Brdcstg. Co., Valley City, N. D.; NEW, KFLW Brdcstg. Co., Mandan, N. D.

JULY 17

WESG, Elmira, N. Y.—Extension exp. auth. 850 kc D to sunset New Orleans.

NEW, Gen. Elec. Co., Schenectady—CP 790 kc 250 w midnight to 6 a. m.

WCBM, Baltimore—CP new trans., antenna, move trans. to Cold Spring Lane.

WMMN, Fairmont, W. Va. — Modif. license change name to Monongahela Valley Brdcstg. Co.

WHAS, Louisville — Exp. auth. new equip., increase 50 to 500 kw etc., amended from exp. auth. to CP.

WFLA - WSUN, Clearwater, Fla. — Vol. assign. license WFLA only to Florida West Coast Brdcstg. Co. Inc.

WAML, Laurel, Miss. — CP new trans., move locally.

WOAI, San Antonio — CP move trans., increase 50 to 500 kw, new trans., antenna.

NEW, Vincennes Newspapers Inc., Vincennes, Ind.—CP 1200 kc 100 w 250 w D unltd.

Mutual Brdcstg. System—Extension auth. transmit programs to CKLW.

NEW, Julio M. Conesa, Ponce, P. R.—CP gen. exp. 100 w.

APPLICATIONS RETURNED—KGFW, Kearney, Neb.; NEW, Albuquerque Pub. Co., Albuquerque, N. M.; KGA, Spokane.

JULY 20

NEW, WEEI Brdcstg. Corp., Medford, Mass.—CP apex 100 w.

NEW, James F. Hopkins Inc., Highland Park, Mich.—CP apex 100 w.

WLAC, Nashville—CP new trans., antenna change, increase 5 to 50 kw.

KSD, St. Louis—Modif. license re radiation toward WKRC.

WKBB, East Dubuque, Ill.—License for CP new trans.

NEW, Sioux City Brdcstg. Co., Sioux City, Ia.—CP 1420 kc 100 w 250 w D unltd.

NEW, Journal Co., Milwaukee — CP 1570 kc 1 kw unltd.

KVOR, Colorado Springs, Col.—Vol. assign. license to Out West Brdcstg. Co.

KVOA, Tuscon, Ariz. — Modif. CP re equip., vert. antenna, increase 500 w to 1 kw, move trans. locally.

APPLICATIONS RETURNED—WAAB, Boston; WAML, Laurel, Miss.

JUNE 22

WCAD, Watertown, N. Y.—CP change 1220 to 1270 kc, spec. to D, new trans., antenna, move trans.

WSAR, Fall River, Mass.—Modif. CP change equip., increase power to further changes equip.

WJSV, Washington—Modif. license move studio from Alexandria, Va., to Earle Bldg., Washington.

WHP, Harrisburg — CP new antenna, move trans. locally.

NEW, World Pub. Co., Tulsa, Okla.—CP 940 kc 1 kw unltd., directional N.

NEW, Broadus McSwain, Raleigh, N. C. —CP 1210 kc 100 w D.

WMT, Cedar Rapids—Modif. CP new trans.

NEW, Courier-Post Pub. Co., Hannibal, Mo.—CP 1310 kc 100 w unltd., amended to 100 w 250 w D, change equip.

KOL, Seattle — Modif. license 1270 to 1040 kc, increase 1 kw 5 kw D to 5 kw D & N.

KERN, Bakersfield, Cal.—Amend CP applic. to McClatchy Brdcstg. Co.

KDNC, Lewiston, Mon.—Modif. CP new trans., increase 100 w to 100 w 250 w D.

KSLM, Salem, Ore.—Auth. transfer control from Walter L. Read to H. B. Read.

KOOS, Marshfield, Ore.—Auth. transfer control from H. B. Read to Walter L. Read.

JULY 23

WKRC, Cincinnati—Extension exp. auth. 1 kw.

WDBO, Orlando, Fla.—Extension exp. auth. added 750 w D.

WAAF, Chicago—License for CP new equip., change power, move trans., studio.

KERN, Bakersfield, Cal.—Vol. assign. CP to McClatchy Brdcstg. Co.

KRKO, Everett, Wash.—CP new trans.

APPLICATIONS RETURNED—WCAX, Burlington, Vt.; NEW, Science Surveys Inc., Cleveland; WJAY, Cleveland.

JULY 27

W1XBS, Waterbury, Conn.—CP 100 w booster station in New Haven to synchronize on 1530 kc; CP 100 w booster station in Bridgeport.

WEAN, Providence — Modif. CP new equip., etc. move trans. site.

WCOL, Columbus — License for CP change equip.

WBLY, Lima, O. — Modif. CP move trans., studio.

W4XB, Miami Beach — CP increase to 5 kw.

WMBD, Peoria — License CP change equip., move trans.

KFJB, Marshalltown, Ia. — Modif. CP vertical antenna, move trans.

NEW, Chas. Porter, E. T. Eversole, Festus, Mo. — CP 1420 kc 100 w unltd. amended to D.

KWTN, Watertown, S. D. — CP new trans., vertical antenna, change 1210 to 1340 kc, 100 w to 250 w 500 w D, move trans., asks freq. KGDY.

KGDY, Huron, S. D.—CP change 1340 to 1210 kc, from 250 w D to 100 w N 250 w D unltd., change equip., vertical antenna, move trans., contingent KWTN grant.

WTMV, E. St. Louis, Ill. — CP new trans., increase 100 w to 100 w N 250 w D.

WTXBD, Portland, Ore.—Modif. CP extend completion.

Negotiations for Acquisition by Bulova Of WLWL Appear to Be Near Agreement

BULLETIN

NEGOTIATIONS were in progress the night of July 30, as BROADCASTING went to press, under which it appeared likely that an agreement would be reached whereby Mr. Bulova's offer to take over the CBS end of the WLWL deal would be accepted, with Mr. Iraci securing all or part interest in WNEW.

MORE confusion has been added to the unceasing efforts of WLWL, New York Paulist station, to procure full-time operation through the enforced sale of WOV, New York Italian-language station, by the injection of Arde Bulova, New York watch manufacturer, and of a mysterious new application by a New York Protestant Episcopal church for the WOV facilities.

Having procured last month a tentative deal with John Iraci, owner of WOV, to sell his station to WLWL for $300,000 as part of a deal whereby WLWL would have obtained full time, and then would have leased or sold its station to CBS, it appeared just a fortnight ago that the deal would be consummated by Aug. 3. Then Mr. Bulova, part owner of WNEW, New York, and identified with the ownership of at least four other stations through arrangements with other individuals, became connected with the venture by offering to take over the CBS end of the WLWL deal.

Even this, however, did not stop the confusion, for the FCC on July 29 announced the receipt of the application of the St. Michaels Protestant Episcopal Church, Brooklyn, through Rev. Edward Warren Cromey, its rector, for WOV's facilities on 1130 kc., with 1,000 watts daytime operation. This application, which is in proper form, means that this case automatically must go to a hearing unless it is withdrawn. The FCC, obviously, could not approve a deal for the sale of WOV either to the Paulists or to CBS or to Bulova until this hearing is over and a decision rendered.

Mr. Bulova's Activity

WITH the sale of WOV, and junking of the station insofar as New York is concerned, and with several other station and frequency shifts and consents—all of which presumably would have been worked out — it was planned to make WLWL a full-time 5,000-watt station in New York, in lieu of its present two hours a day. Then CBS was to have taken over the station, paying to the Paulists an additional $75,000. But Mr. Bulova stepped into the picture by an application of WCOP, Boston, in which he is also financially interested, for full time on the 1130 kc. channel occupied by WOV in New York. This application would scotch the entire plan worked out in connection with a full-time WLWL.

Mr. Bulova, according to best available information, offered to take over the entire CBS end of the deal under conditions which he believed would be satisfactory. Whereas under the arrangement with WLWL and CBS, Mr. Iraci would be forced out of the broadcasting business, it is reported that under the Bulova deal, Mr. Iraci would become part owner of WNEW and be in position to move his WOV business to that station, thereby remaining in broadcasting.

One report was that CBS offered to allow Mr. Bulova to supplant it in the negotiations if satisfactory to the Paulists. But the Paulist group maintained it desired to carry out the original arrangement with CBS rather than deal with Mr. Bulova. The Paulists would be guaranteed 15 minutes per day over the full time WLWL under the CBS deal, with one hour on Sundays for religious programs.

Mr. Bulova is reported to be identified not only with the ownership of WNEW and WCOP, but also of WTFI, Atlanta, WNBC, New Britain, and WELI, New Haven. It is reported that Rep. John J. O'Connor, chairman of the House Rules Committee, has interested himself in the Bulova phase of the transaction.

There have been many political ramifications to the WLWL-WOV deal. Some of the recriminations against radio and the FCC in Congress have been traced to it. There has been rather general anxiety to have it settled.

Progress of Negotiations

IN GENERAL, the original channel shifting provided that WLWL, now operating only a few hours a week on the 1100 kc. clear channel, upon which WPG is the dominant station, would get full time on that channel in New York through the voluntary relinquishing of it by WPG. Then WOV, by purchase, would be removed from its 1130 kc. daytime assignment, and WPG would take that assignment in Atlantic City, procuring full time through consent of KSL, Salt Lake City, dominant station on the channel. WPG would operate with 1,000 watts and the $25,000 expense of new equipment would be absorbed by CBS as part of the transaction. Consents of other stations which might be affected by the deal also would have to be procured.

WLWL for several years has sought full time. The fight has been led by Father John B. Harney, Superior of the Paulists, and by James P. Kiernan, listed as commercial manager of the station.

Add Examiners' Reports

NEW, Tulare-Kings Counties Radio Associates, Visalia, Cal. — Examiner Hyde recommended (I-268) that applic. CP 1190 kc 250 w D be granted if applic. Clark Standiford for station at Visalia is not granted before this case is considered.

KFVD, Los Angeles — Amended CP to directional N.

APPLICATIONS RETURNED — KTW, Seattle; WHIO, Dayton; NEW, Creston News Adv. Brdcstg. Co., Creston, Ia.

JULY 29

WOCL, Jamestown, N. Y.—CP change equip., increase from 50 to 100 w amended to omit power increase, make further equip. changes.

NEW, WCAU Brdcstg. Co., Philadelphia —CP high-freq. 100 w.

KMLB, Monroe, La. — CP change 1200 to 1210 kc, move trans., amended to increase from 100 w to 100 w 250 w D, omit freq. change.

WRR, Dallas — Modif. license intermittent or simul. operation WRR-KVPA on single radiator.

W9XJL, Superior, Wis.—License for CP gen. exp.

APPLICATION RETURNED — KGDY, Huron, S. D., modif. license D to unltd. 250 w.

JULY 30

WCAX, Burlington, Vt.—CP new equip.

NEW, Virgil V. Evans, Gastonia, N. C. —CP 1420 kc 100 w unltd.

WLBC, Muncie, Ind.—License for CP as modif. re equip., power.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—CP 1480 kc 5 kw D amended to give trans. site as Wicker Park, directional antenna.

KGFW, Kearney, Neb.—CP new antenna, move trans., studio, amended to new trans.

KYOS, Merced, Cal.—Modif. CP vertical radiator and approval trans., studio sites.

NEW, Loyal K. King, Pasadena, Cal.—CP 1480 kc 250 w D.

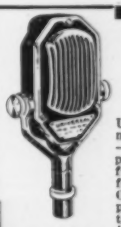
APPLICATIONS RETURNED—WBNY, Buffalo; KPDN, Pampa, Tex.; WRR, Dallas.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS



UNIVERSAL

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New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

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Dept. B-861

CBS Signs Philharmonic

NEW YORK Philharmonic-Symphony Society will continue to broadcast its regular Sunday afternoon concerts exclusively over the CBS for the next six seasons, according to a new contract recently negotiated on a five-year basis. It will be in force following termination of the present agreement in the spring of 1937.

NEW YORK CITY'S board of education has passed a resolution providing that all new school buildings be equipped with a central radio system, with loud speakers in every classroom and auditorium.

THE SCHOOL OF EXPERIENCE

W9XAL
W9XBY

America's Foremost Training School For Radio Operators

Radio-Television Engineering:—
An 8-months' course embracing: 1. Broadcast engineering; 2. Station operation; 3. Television; 4. Field intensity; 5. Directional Antennae and associated subjects.

ACTUAL EXPERIENCE AT THE CONTROLS

Owners and operators of Radio Station W9XBY (New High-Fidelity from Mike to Transmitter—1000 watts—1530 kc.) and Experimental Visual Broadcasting Station W9XAL (500 watts on 2800 kc. and 150 watts 42-56; 60-86 megacycles). Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmitter—over 80 remote control pickups weekly. Graduates qualify for Radio-Telephone Operators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineer-operators capable of installing and operating new equipment. These men will come fully recommended.

TRAINING DIVISION
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept., Power and Light Bldg., Kansas City, Mo.

Purdue and National Television Granted Right to Use Medium Frequency Channel

ALTHOUGH major television experiments are expected to take place in ultra-high frequencies, the FCC at an en banc session July 21 granted Purdue University authority to continue its visual broadcasts on its present 2,750-2,850 kc. to Sept. 15 and after that date on 2,000-2,100 kc. National Television Corp., New York, was given special authority to use 2,000-2,100 kc. up to Sept. 15 for tests of its claimed "narrow band" visual system, a decision to be rendered after observation of these tests.

The new intercity police radiotelegraph network will occupy the 2,750-2,850 kc. band after Sept. 15 and also will be assigned frequencies in the 2,000-2,100 band with provision that the network will not interfere with Purdue's visual broadcasts. Other services using the latter band are broadcast relay and fixed private and government services.

The FCC ruling followed a hearing July 14-16 on the protests of Purdue and National against amendment of Rule 229 to eliminate television from the 2,000-3,000 kc. band. Purdue has operated an experimental visual broadcasting station W9XG since 1932 on the 2,750-2,850 band and National Television sought a license on 2,000-2,100 kc.

Narrow Band

THE HIGHLIGHT of the testimony on behalf of the Purdue station was that its experimentations had demonstrated a wide rural and small-town coverage which could not be accomplished by ultra-short television stations in large cities with their restricted areas of dissemination. The most interesting proposal of National Television was the description of a potential narrow band of only 3,470 cycles for the transmission of television of from 60-100 lines definition.

A trio of FCC technical experts —Telegraph Assistant Chief Engineer E. K. Jett, Broadcast Assistant Chief Engineer A. D. Ring and Dr. L. P. Wheeler, technical information director — presented their views of the needs of modern television as well as the frequency requirements in the two bands, 2000-2100 kc. sought by National Television and 2750-2850 by Purdue. Lieut. Jett pointed out that since the FCC Rule 229 amendment, eliminating television from these lower ranges, the government had taken over a number of frequencies in the 2750-2850 kc., while there had been in 2000-2100 kc. a number of government and commercial fixed stations. In the latter case there were three non-government stations which were broadcast pickup stations. He mentioned the intercity police network due to go in the Purdue band of 2750-2850 kc. and declared it would be impossible for it to operate simultaneously with television.

Describing the processes of television picture elements, scanning and details, together with the scientific phases of the art, Dr. Wheeler testified that low definition would not be satisfactory to the receiving person and did not believe enough information had been furnished by National Television to prove its contention of narrow band transmission. He added his view that such a system did not seem possible. Mr. Ring described the present assignments in the lower frequencies to television, citing that Purdue was the only active station out of 11 assignments and gave his views on this low-definition performance. Contrary to press reports to the effect that the FCC engineers had given contradictory reports in their testimony and had been forced to withdraw conclusions under cross-examination of Edward H. Gerber, National Television counsel, Mr. Gerber in his oral argument before the Commission lauded the testimony of Lieut. Jett, and made no concerted attempt to cast aside the other technical views.

For National Television, Lieut. Comdr. Edward H. Loftin, USN retired, reported on tests which he had observed on two occasions in that concern's laboratory during this year. He claimed that it had resulted in narrow band television through superimposing modulating frequencies of 20,000 and 40,000 cycles on the carrier frequency and that images had been sent with only 1735 cycles on each side of resonance. He thought this usage had value in wire communication.

The two Purdue University professors—Charles F. Harding and R. H. George — described the results of their experiments and transmissions with their television station W9XG since 1932. They stressed that they had received reports of highly satisfactory reception from a number of sections of the country, including many listeners 700 to 800 miles from the stations and one, 1,050 miles away.

Aero School on Air

BOEING SCHOOL OF AERONAUTICS, Oakland, Cal., to call attention to its summer course in aeronautics, on July 17 started a two-weeks campaign, using one-minute spot announcements twice daily on KGO, KYA, KJBS, San Francisco, and KROW, Oakland. J. Walter Thompson Co., San Francisco, is the agency.

WBNX, New York, broadcast as usual late in July while its transmitter house in Cliffside, N. J., was turned completely around during alterations preparatory to going to 1 kw.

CBS Appoints Bowman As West Coast Engineer

Mr. Bowman

APPOINTED to the newly created post of divisional chief engineer of CBS handling its Pacific Coast operations, Lester H. Bowman, chief engineer of WJSV, Washington, and one of the network's crack technicians, left for Los Angeles July 29 to make his headquarters with Donald Thornburgh, recently appointed Pacific division vice president of CBS. While the main offices of both Mr. Thornburg and Mr. Bowman will be in the expanded KNX studio and office building, they intend to keep the staff of KNX more or less intact in line with CBS policy. Mr. Bowman asserted he has no intention of dropping any of the technical staffs of either KNX or KFSO, San Francisco, whose chief engineers will simply report to him, while he reports to Edwin K. Cohan, CBS technical director in New York. Mr. Bowman's first task will be the modernizing of their studio and transmitter plants.

Succeeding Mr. Bowman at WJSV is Clyde Hunt, who since Coolidge days has been handling all presidential remote broadcasts. However, before taking his new post, Mr. Hunt is accompanying the Roosevelt party on its Canadian tour which started July 28. Mr. Bowman joined CBS in New York in 1929, having formerly been a student at Valparaiso University and a ship operator. He was sent to Washington at the end of 1932 when CBS took over WJSV. He has frequently been called upon to handle special CBS outside broadcasts, including the maiden trip of the *Normandie* and the Jack Hylton broadcasts from a later *Normandie* voyage.

Kelvinator in West

H. S. BASSFORD Co., San Francisco, Northern California distributors for Kelvinator refrigerators, on July 16 started a ten-week campaign using quarter-hour WBS transcriptions weekly on KFRC, KJBS, KYA, KSFO, that city, and KLX, Oakland. M. E. Harlan Adv. Agency, San Francisco, has the account.

APPROVED BY F. C. C.
TRU-AXIS LOW DRIFT CRYSTALS

An improved power cut with exceptionally low temperature coefficients. Guaranteed drift not to exceed 3 CPS/Degree C./per Megacycle and tested for this drift over a 50° C. range.

Fully mounted in precision Isolantite air-gap holder.

$42.50

FREQUENCY MEASUREMENTS
ARE INEXPENSIVE INSURANCE AGAINST OFF-FREQUENCY OPERATION

Over 125 commercial stations subscribe regularly to this important service.

Single measurements ..... $1.75 each
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(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

IN THE CONTROL ROOM

J. R. POPPELE, chief engineer of WOR, Newark won the President's Cup in the Annual Handicap Tournament at Crestmont Country Club, West Orange, N. J. The cup is awarded annually by Herbert N. Strauss of L. Bamberger & Co. Three victories are required for permanent possession.

O. B. HANSON, NBC chief engineer and Ted Smith, in charge of transmitter sales for RCA Mfg. Co. in New York sailed July 21 aboard the *S. S. Statendam* for Europe. Mr. Hanson will study the operating technique and engineering systems of the major broadcasting companies in England, Holland and Germany, spending five weeks on his tour. Mr. Smith, whose trip was described as a "vacation", plans a six-weeks stay in England, France and Germany.

ERNEST WILMSHURST, formerly with NBC on the West Coast, has joined the engineering staff of WFIL, Philadelphia.

ED PENNY, formerly of WMAQ, Chicago, WJR, Detroit and other stations, has joined the control staff of WGAR, Cleveland. Kenneth Sherman, WGAR transmitter engineer, was critically injured in an automobile accident.

CHARLES BRANNEN, formerly of WCLO, Janesville, Wis., and Glen Martin, formerly of KGFX, Pierre, S. D., have joined the engineering staff of WDAY, Fargo, N. D.

HOXIE MUNDINE, chief control operator of WOAI, San Antonio, is recovering from an appendicitis operation.

ELLIOTT MAERSCH, formerly chief engineer of KNOW, Austin, Tex., has taken the place of A. M. Woodford, WBAP, Fort Worth, who joined the Fort Worth Frontier Centennial.

CLIFTON M. TODD, chief operator of WNAX, Yankton, S. D., is out of the hospital after an operation for appendicitis.

RAY LYON, development engineer of WOR, Newark, addressed the Boonton, N. J. Rotary Club luncheon July 21, speaking on radio broadcasting. Mr. Lyon was guest of honor in one of the series of luncheons to Boonton boys who made good.

FRANK FUGAZZI, engineer of WRC and WMAL, NBC Washington stations, and Mrs. Fugazzi are parents of a daughter, Joan, their first child, born in June.

J. CLINTON NORMAN, formerly studio engineer, has been promoted to assistant chief engineer of KTHS, Hot Springs, Ark.

ROBERT D. WOLFE, master control engineer of WNAC-WAAB, Boston, and Mrs. Wolfe (nee Doris Johnson) are the parents of a boy born in July.

CARL CAMPBELL, technician of KNX, Los Angeles, is the father of a boy born July 16.

HARRY LUBCKE, director of television of the Don Lee Broadcasting System, on July 14 was interviewed by Francis Coughlin of the WGN, Chicago, continuity staff on his television experiments. The program was broadcast over the combined Mutual and Yankee networks.

ELIZABETH KINIRY, formerly of the NBC service department, has joined the engineering department of WOR, Newark.

HAL TOTTEN, veteran NBC sports announcer, will go into cages of the Brookfield Zoo, Chicago, with a portable microphone, telling what the animals are doing.

EQUIPMENT

NEW equipment announced by RCA Mfg. Co., Transmitter Sales Section, in literature made available July 25, includes the uni-directional microphone (Type 77-a), making possible uniform wide-angle response from the front side, and negligible response at all frequencies from the back; an improved velocity mike (Type 44-b); the junior velocity (Type 74-a); a monitoring amplifier, (Type 94-c); tri-amplifier (advanced type 58-A), claimed to be an entirely new speech input unit; new remote pickup equipment (Type 62-2), and a collapsible microphone stand (Type 59-A).

KYA, San Francisco, which was granted an increase to 5,000 watts, daytime power, will completely reorganize its technical equipment, including the installation of a vertical radiator. The new transmitter will be located at Bayshore and Third street, that city. Present transmitter is now atop the Whitcomb Hotel. Installation of new equipment will be under supervision of Paul Schulz, KYA chief engineer.

WMC, Memphis, plans construction of a new transmitter house on Thomas Road, near Memphis, and a 681-foot vertical radiator, of the four-sided nontapered type. Fred J. Sexton Co. is contractor.

General Electric Testing New Broadcast Circuit

TO EXPERIMENT with a new type circuit for broadcast reception and transmission, General Electric Co., operators of WGY, Schenectady, on July 17 filed with the FCC Broadcast Division an application to operate between 12 midnight and 6 a. m. on its 790 kc. channel with 250 watts. The station is regularly licensed for 50,000 watts. Details of the experiments were not divulged.

W2XAD, international shortwave adjunct of WGY, Schenectady, increased its daily schedule of operation by adding 1¾ hours to its broadcasting time on July 15. The station operates daily including Sundays on 15,330 kc. from 10 a. m. to 3:45 p. m. Formerly it signed off at 2 p. m. W2XAF, sister station of W2XAD, operating on 9530 kc., will continue to broadcast from 4 p. m. until midnight.

G. C. BEADLE, program director of British Broadcasting Corp. has been named director of staff training in the training reserve to be formed Oct. 1 to create a personnel reserve.

"A" CUT CRYSTALS
(Approved by FCC)

If you are revamping to comply with FCC Rule No. 132, you will probably need an approved low drift crystal. We offer them for immediate delivery at $50.00 each including mounting.

HOLLISTER CRYSTAL CO.
WICHITA, KANSAS

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Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Time Spots

TIME and telephone are combined at WIBX, Utica, N. Y., to get maximum merchandising benefits for station programs. Dale Robertson, vice president and general manager, concocted a promotional idea which he believes every station can adopt. When a telephone call comes in for the time—and the number is legion — the switchboard operator responds: "One moment please . . . We think you will enjoy the John Doe program at 8 tonight. The correct time is 9:31." Mr. Robertson explains the programs commented on are alternated so that each Monday all of the Monday programs are read, and so on.

Transfers Approved

TRANSFER of the control of KUJ, Walla Walla, Wash., from Louis Wasmer to H. E. Studebaker, who purchased it from the operator of KGA and KHQ, of Spokane, some months ago, was approved by the FCC Broadcast Division July 17. The transfer of control of KALB, Alexandria, La., also a 100 watter, to Walter H. Allen, chief electrician of the municipal power company there, was also approved.

FLORIDA STATIONS FORM NAB DIVISION

FLORIDA'S 15 broadcasting stations met in Gainesville July 26-27 and organized the Florida Association of Broadcasters, the tenth such state organization to be formed as an affiliate of the NAB. Fred W. Borton, WQAM, Miami, was elected president; W. Walter Tison, WFLA, Clearwater, vice president; Garland Powell, WRUF, Gainesville, secretary - treasurer; Senator John Beacham, WJNO, West Palm Beach, and Frank King, WMBR, Jacksonville, members of the executive committee.

The meeting was called by Major Powell, director of the state and University of Florida station, WRUF, and he served as chairman of the organization meeting. The association passed numerous resolutions, including a pledge to support the NAB. It also resolved to study radio conditions in Florida with a view to correcting many local and state problems.

A committee, headed by Maj. Powell was named to take steps toward establishment of a 1,000-watt shortwave station at Gainesville with a series of directional antennas to feed stations of the state with important programs emenating from WRUF. A code of ethics was adopted on practices of members and several committees were appointed.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Positions Now Open. Announcer - Continuity. Woman for shopping program. Engineers who can transcribe Transradio code. Engineer-announcers. Program director (100 w). Other positions opening for fall. Register now with National Radio Department, Cleveland Vocational Bureau, Schofield Building, Cleveland.

Wanted: Radio salesman for station in Northwest . . . straight commission. No drawing account. Highest commission paid and opportunity to make upwards of $5,000 a year. Address Box 529, BROADCASTING.

Need additional combination first class announcer salesman and copy writer. Must have ideas and be able to sell them; good personality and dependable. Give salary expected, experience, etc. Station KDFN, Casper, Wyoming.

Situations Wanted

Experienced transmitter-press operator; now employed; desires offer from progressive station. Box 530, BROADCASTING.

A capable, thoroughly trained sales and station director seeks new connection, 8 years of successful regional and local station operation as background. Will call for interview at convenience of interested party. Address Box 518, BROADCASTING.

Manager, experienced sales manager and general manager, presently employed Metropolitan station, desires affiliation elsewhere. Prepared to interview interested party anywhere and discuss situation. Box 526, BROADCASTING.

For Sale

IRE PROCEEDINGS — complete with index, good condition, 1927 - 1932 inclusive. Thomas Wildman, Mitchellville, Iowa.

For Sale: 100 watt radio station, established 1923. Near Memphis, Tenn. Approximately $4,000,000 retail sales volume (1933). Excellent investment. Box 531, BROADCASTING.

Wanted to Buy

Willing to pay cash for outright purchase of radio station. Box 525, BROADCASTING.

Wanted to Buy (Cont'd)

Want turntable and cutting assembly for coated discs. State make, particulars. Box 527, BROADCASTING.

TRANSCRIPTIONS WANTED — Small foreign radio station requires various series of used or discarded transcription programs, five to fifteen minutes. Give complete details and lowest price. Box 528, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 304-A, one kilowatt transmitter, complete with one set of tubes and partial set of spare tubes; also spare 700-A oscillator. Fully AC operated. Guaranteed in first class mechanical and electrical condition. Equipment removed from service because of increased power. Crated, ready for immediate delivery. Original cost $18,000. Offered at $7,000 f.o.b., Columbia, S. C.

FCC memo 243 lists the 304-A equipment "as satisfying the requirements of good engineering practice" promulgated in accordance with Rule 132.

G. Richard Shafto, Station WIS, Columbia, S. C.

Western Electric 1 Kw 106-B Transmitter

This equipment is an excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 507, BROADCASTING.

★

POWER AT WLW . . .

is in the program department as well as in the transmitter.

The selling power of WLW program ideas and the excellence of WLW production account for the fact that more local originations—by far—are sponsored this summer than ever before.

THE CROSLEY RADIO CORPORATION -- CINCINNATI